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MARCH 15 1975

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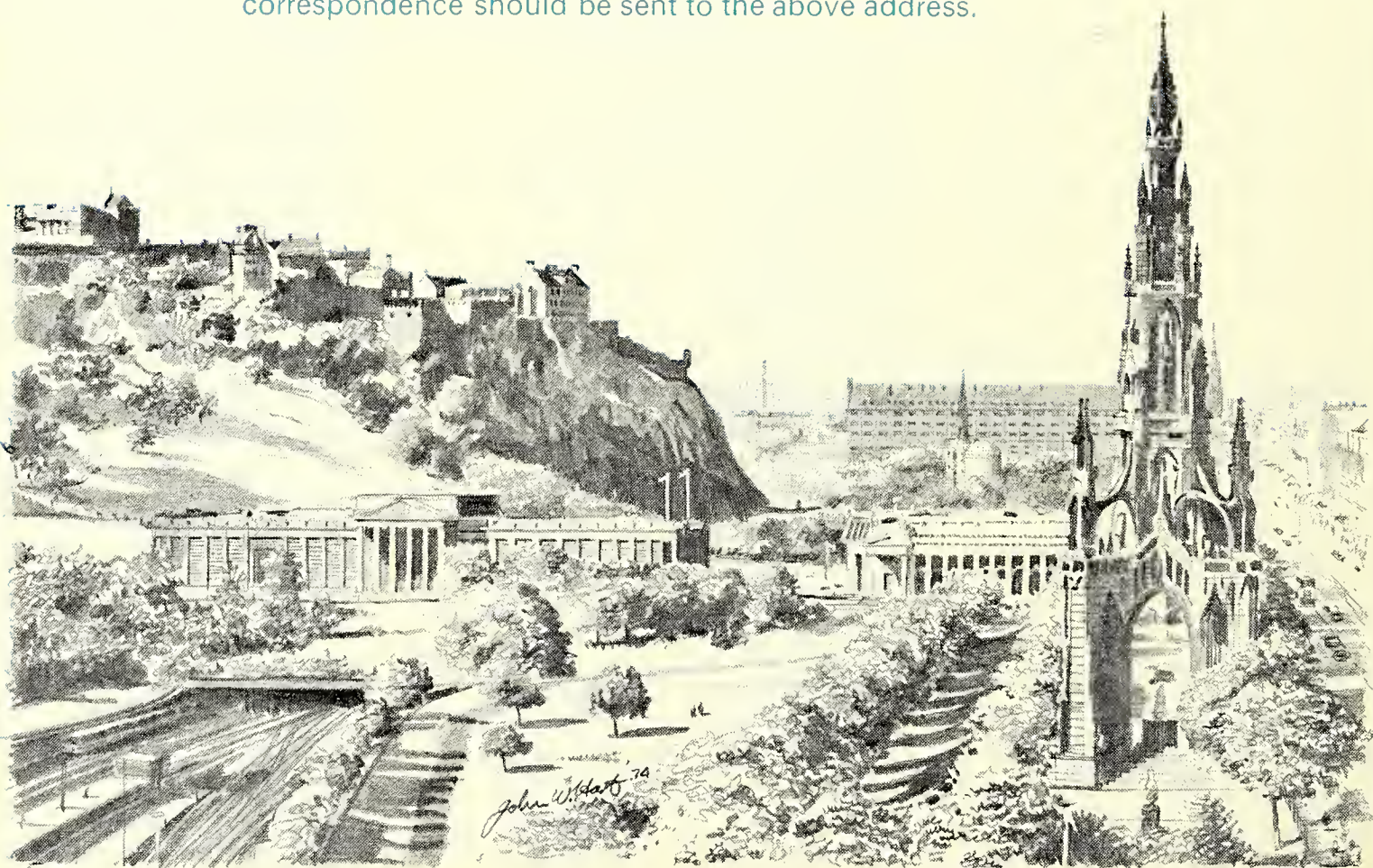
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Chemist & Druggist

The newsweekly for pharmacy

15 March 1975 Vol. 203 No. 4955

116th year of publication

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Comment

Time for debate

Mr Stanley Blum, a leading proponent of nationalisation in pharmacy, spoke at Guildford this week (p 339) of the failure of his ideas to provoke reaction in the profession when first put forward two years ago. But now, he said, even the "dormant" members of the profession were being stimulated into activity.

Mr Blum overlooked one important situation change however—we now have a Labour Government. It is a government with a commitment to the principles of nationalisation, and the profession may be forgiven if it suspects that the multiplicity of "working groups" in the Party and the Socialist Medical Association are more concerned with the best means of establishing a nationalised service than with the means of providing the best possible pharmaceutical service.

With that in mind it is right that the profession should be discussing in public the pros and cons of not only nationalisation but, as Mr Kneale pointed out at the same meeting, the alternative methods of improving the service. There was no shortage of searching questions at the meeting—the position of corporate bodies, restriction of entry into the profession, control of the profession, viability of wholesalers, the effect on the shop if the pharmacist is a full-time NHS employee, voluntary or compulsory allocation of patient-pharmacy registrations, to name but a few.

But when Mr Blum admits the Government may be reluctant to act because it gets already "the best possible service at the lowest possible cost", the odds are that there must be a cheaper way of solving current problems than by nationalisation.

No muzzle

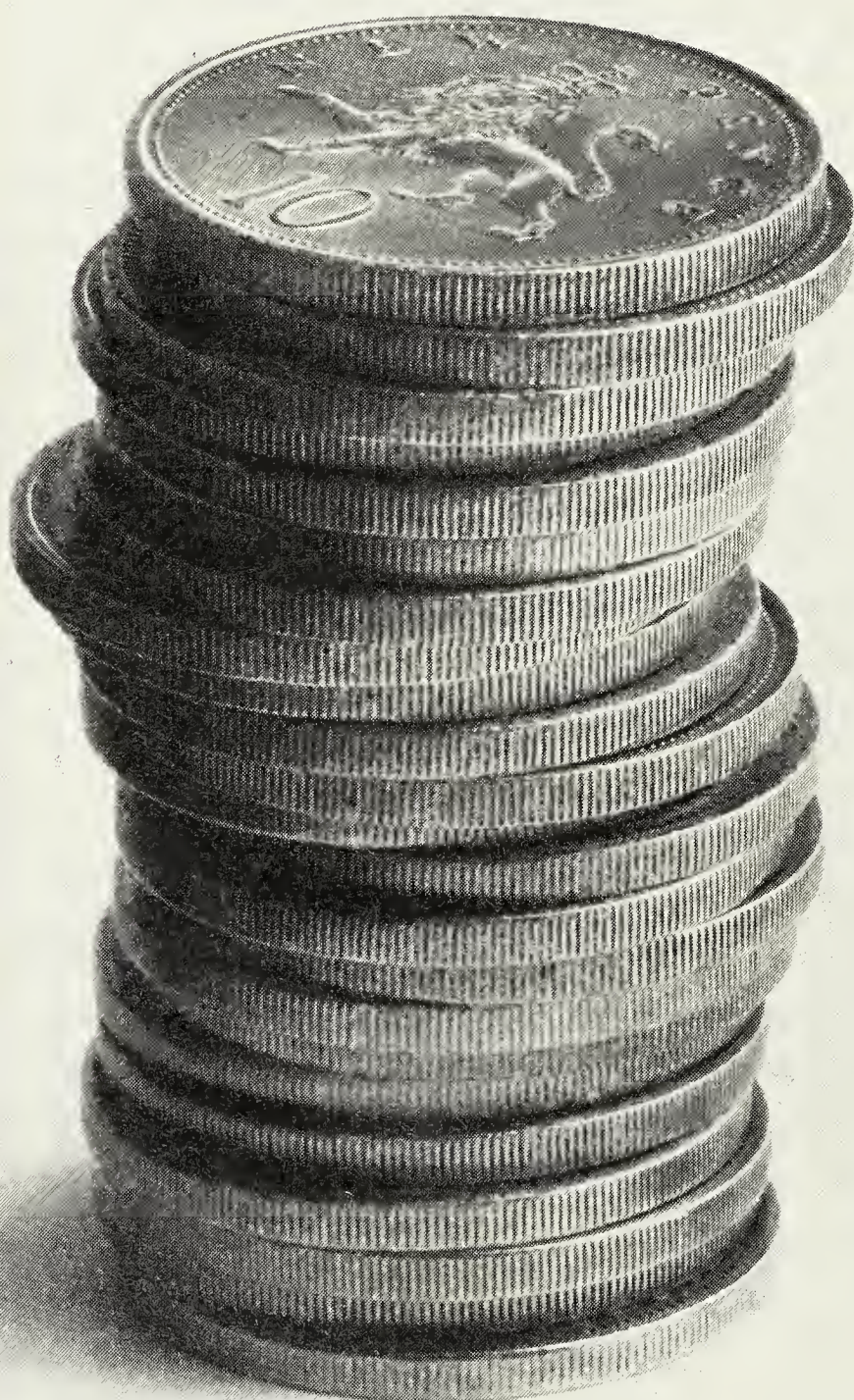
We are now in the run-up period to the Council elections of the Pharmaceutical Society of Great Britain, and it is some run-up! Nominations for the candidates list closed in mid-February and the candidates took a "vow of silence" until the end of the voting period in May, that is three months.

The rule applied to the candidates was enforced originally to discourage publicity for statements that might embarrass the profession, particularly if those making them were later elected. But a profession cannot sweep its non-conformists under the carpet, and if they are elected to the governing Council it demonstrates that many others share their views.

C&D has always maintained that the electorate cannot be expected to take note of candidates' views prior to their being named—a fact that does not go unnoticed by those intending to stand and particularly noteworthy in a year that sees several candidates "declaring" themselves in advance to beat the rule.

But pharmaceutical politics do not stand still between the writing of an election policy statement and the declaration of the results, and if candidates have been forced to sign their rights away it might be up to supporters to "ghost" their views. In accordance with a policy established over many years, C&D's news and correspondence columns will therefore remain open so that current issues can be debated.

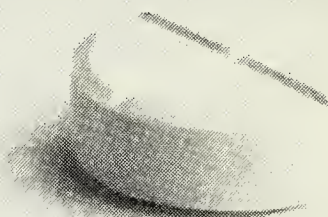
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Pharmacists meet the Chancellor on VAT

Mr T. Astill, deputy secretary, National Pharmaceutical Union, met the Chancellor of the Exchequer face to face last week to put over retail pharmacists' views on multi-rate VAT.

Mr C. Benjamin and Mr L. Calvert, of the Leeds Branch of the NPU, arranged the meeting at the week-end "surgery" in the Chancellor's Leeds Parliamentary constituency. The meeting lasted about 20 minutes, with Mr Benjamin and Mr Calvert explaining how their businesses would be affected by the introduction of more VAT rates.

Mr Astill commented: "I was able to reinforce what they said and to emphasise that the concern of Leeds NPU members was typical of the reaction from chemists throughout the country. We emphasised that the increased costs could only result in increased prices and a lessening in the standard of service provided to customers and patients." The Chancellor, said Mr Astill, listened "carefully and sympathetically" to what he was told, and whilst he could not disclose his budget intentions, he said that he was well aware of the concern being expressed by retailers in general and pharmacists in particular. He assured them "that he would take our views into consideration in preparing the budget."

□ Rumours were circulating last week that the Treasury has abandoned its multi-rate plans.

Contractors seek monthly fee for contraceptives

The Central NHS (Chemist Contractors) Committee are to arrange a meeting with the Department of Health to discuss the supply of oral contraceptives on FP 10s. This follows the agreement reached between the Department and doctors on the service (*C&D*, March 1, p 276). The Committee decided at its February meeting to press for a fee to be paid for each month's supply of contraceptives ordered on one FP 10 form.

The Committee noted that a number of replies had been received from area chemist contractor committees to the request for comments on the proposed new NHS contract. It was decided to arrange a conference of ACCC representatives on June 1 to discuss the proposed contract.

Other matters decided at the meeting included:

□ A meeting has been arranged with Department representatives on March 14 to commence negotiations on proprietors' notional salary and profit margin to take effect from January 1, 1975, following the Scottish arbitration award;

□ The Department should be pressed to

implement an interim reduction in the discount scale until results of the proposed new discount inquiry becomes available. Approaches would be made to wholesalers and manufacturers requesting that because of the problems created for contractors they should be prepared to consider discontinuing giving discounts;

□ The oxygen therapy service remuneration was being reviewed and a claim for an increase was expected to be submitted this month;

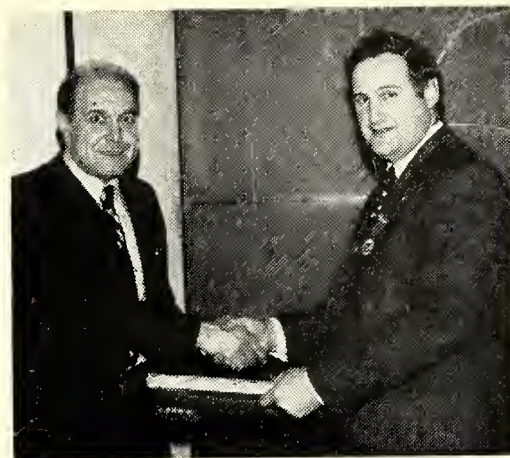
□ The inquiry into the purchase and installation cost of drug security cabinets indicated an average cost of £49 per pharmacy;

□ Representatives of the Committee and the Pharmaceutical Society's Council would meet Dr David Owen, Minister of State for Health, on March 20 to discuss dispensing in rural areas.

London allowance award for hospital pharmacists

London weighting allowances of £312 and £141 a year for hospital pharmacists were agreed on Tuesday, according to Mr J. Mercer, divisional officer, Association of Scientific Technical and Managerial Staffs. Back-dated to April, 1974, the allowances are in line with those agreed recently by the administrative and clerical staffs Whitley Council (*C&D*, January 11, p 26). The AHAs, DHAs and, in peripheral cases, individual hospitals to which the allowances will apply have also been agreed.

□ Mr Mercer is to send out a circular to Guild of Hospital Pharmacists members in a few days outlining the Guild's proposal for the Noel Hall review.



Mr R. M. Howitt, FPS, being presented with a gift by the chairman of the Chiltern Region, Mr R. Odd, MPS. The presentation was made on the occasion of the second annual lecture of the Region on March 5, in recognition of Mr Howitt's service as secretary since the Region's formation, six years ago.

Warning on environment

A strong warning that the world would soon be running out of certain natural resources unless the consuming nations began conserving supplies immediately was given by Professor T. R. E. Southwood, member of the Royal Commission on Environmental Pollution, last week.

Giving the second annual lecture of the Chiltern Region of the Pharmaceutical Society the professor reminded the audience of the growing population of the world and that the agrarian countries which in the past had produced surpluses for export were finding it more difficult to meet their commitments.

On the use of pesticides to improve the yield and appearance of crops, Professor Southwood said some people might say the banning of certain products like DDT was interfering with human liberty. In medicine, however, "we have employed a measure of restraint through a controlled profession and this has led to the fact that penicillins are used today while some forms of pesticides, through misuse, have been phased out."

Mrs Anne Steele, photographic counter assistant at V. Harari pharmacy, Wilmslow Road, Fallowfield, Manchester, was the first person to successfully complete the new photographic training course run by Napcolour Ltd, Chester. Napcolour launched the course — based

on a training manual covering the basic concepts of photography and a written test — to obtain a more professional service for the amateur photographer. Here Mrs Steele receives her certificate and photo adviser badge from Mr H. Briscoe, marketing manager of Napcolour, while Mr S. P. Newgrosh, pharmacy manager, looks on.



Minister has 'firm proposals' on medicines promotion

Dr David Owen, Minister of State, Department of Health, announced in a written Commons answer last week that he had now received the Medicines Commission's views about the quality of advertisements for medicines and the best methods of supplying doctors with information about medicines. He had asked for the Commission's advice after meeting the Association of the British Pharmaceutical Industry and the Proprietary Association of Great Britain last November (see *C&D* November 30, 1974, p 758) and now hoped to put "firm proposals" to the industry in the near future.

Loss of consciousness with prazosin: CSM statement

The Committee on Safety of Medicines have issued the following statement on prazosin, a new hypotensive drug marketed as Hypovase by Pfizer Ltd and as Sinetens by Carlo Erba (UK) Ltd:

"The Committee on Safety of Medicines have received a number of reports of sudden collapse with loss of consciousness for periods of time which range from a few minutes to one hour, necessitating admission to hospital in some cases. It is not known whether this is always associated with acute postural hypotension. The reaction usually occurs within 30 to 90 minutes of receiving the initial 2mg tablet. Many patients receive larger doses without ill effects: it may also be the case that, even where an initial adverse response has occurred, subsequent treatment can be satisfactory.

House of Lords appeal on colour code decision

Smith Kline and French Laboratories Ltd, began a House of Lords appeal on March 6 over ten applications by them for registered trade marks in respect of colourings of "ethical" drugs. Sterling-Winthrop Group Ltd oppose the appeal.

The Assistant Registrar of Trade Marks found in favour of Sterling-Winthrop in 1971, but his order was reversed in June 1973, by Mr Justice Graham.

The Court of Appeal in May 1974 restored the Assistant Registrar's finding, holding that the colour patterns in respect of which Smith Kline sought their registration did not come within the ordinary meaning of the word "mark," and that the appearance of an article was different from a mark upon it.

Mr Thomas Blanco White, QC, for Smith Kline, said a single colour was applied to one-half of each capsule, the other half being colourless and showing a mixture of different coloured pellets, each

pellet being of one colour only. He would argue that the word "mark" covered the colour patterns which Smith Kline were seeking to register as trade marks, and that those colour patterns were "distinctive" within the meaning of the Trade Marks Act, 1938.

Swiss doctors feel ban on phenacetin not justified

A group of Swiss doctors, writing in last week's *The Lancet*, say there is insufficient evidence to justify a ban on over-the-counter sale of phenacetin.

They report a four-year study of 623 women who took phenacetin — containing analgesics, compared with a control group of 621 who did not. After this time there was no difference between the two groups with respect to proteinuria, bacteriuria and haematuria but the incidence of raised serum-creatinine was significantly higher in the first group.

Emotional aspects of cosmetics important

People sought emotional satisfaction with a cosmetic as earnestly as they sought satisfaction with its physical properties, said Mr J. B. Wilkinson, head of the research policy secretariat, Unilever House, London, last Thursday evening.

Presenting the Society of Cosmetic Chemists of Great Britain medal lecture, "The promise and the product", he warned that in seeking to improve the physical performance of a product there was a danger of overlooking its emotional evaluation, which was difficult to research. The concept of total quality assurance for the future should mean that a cosmetic fulfilled both its physical and psychological promises.

He mentioned a trial which set out to discover what design of toothbrush was

When this group was further subdivided into groups of high intake and low intake of phenacetin, only the high intake group showed an incidence of raised serum-creatinine significantly higher than the controls.

Proposed closure criticised

Mrs Lorna Montgomery a county councillor of Laurieston, has condemned a plan to close down the village's only pharmacy. R. Gordon Drummond, plan to close the branch in May. She said: "This is going to be especially bad for old-age pensioners who could have difficulty finding a chemist, and in emergencies people could find themselves with problems."

The company however, blame the Laurieston people. Mr Bernard Brown (managing director), said: "If the public want a health service on their doorstep they will have to support the pharmacy by buying other goods. The shop at Laurieston was not selling enough to be economical."

Increased postal charges

Increased postal charges come into effect on March 17. The basic rate for first-class letters will be £0.07, for second-class letters £0.05½. Inland parcel post rates will increase by 50 per cent on average and there are increases in overseas postage rates. Postal orders up to £1 will cost £0.06, over £1, £0.08 and Giro inpayments will go up to £0.13.

most effective for cleaning teeth but merely proved that people cleaned their teeth best with the brush they liked best, irrespective of its design. Similarly, he believed there was a correlation between people liking a toothpaste flavour and its effect on the gums, or the perfume of a shampoo and its effect on dandruff.

The cosmetics industry often welcomed demands for better substantiation of promises, Mr Wilkinson continued. Extending quality assurance to cover substantiation of the subjective emotional promises as well as objective performance, which included safety and stability, would be a challenge both to the industry and to "authorities who seek to reduce the high emotional content to millilitres and picograms".

Mr J. B. Wilkinson, Unilever, receives the Society of Cosmetic Chemists' silver medal from the president, Mrs Anne Young



Nationalisation of dispensing: 'trading could continue'

There need be no interference with commercial activities if general practice pharmacists became employees of a State pharmaceutical service, Mr S. Blum, a member of the Labour Party's working group on the drug industry, told a Pharmaceutical Society Wessex Region meeting in Guildford on Sunday.

Mr Blum, a former member of the Society's Council and also secretary of a Socialist Medical Association working group on the NHS, spelled out the manner of the State take-over, as envisaged by the SMA. But first he questioned the "so-called independence" of today's general practice proprietor pharmacist whom he expected to become tomorrow's dependent employee. The low return on dispensing, soaring overheads, erosion of counter sales by supermarkets, and the need to be a "double genius" as professional and astute businessman, meant that a high price was being paid for independent status — instead of a shining crown it was a bed of thorns.

Flexible system

The result was pharmacy closures which it was said would level off with larger units employing two pharmacists — but when, at what point, and at what public inconvenience? The SMA pharmacy group believed in planning a flexible medicines distribution system to take account of public need. There would be large pharmacies in polyclinics with two or more pharmacists as members of the health care team; there would also be suburban or community pharmacies serving 2,000-3,000 people and situated close to smaller group medical practices. Mr Blum believed pharmacists could extend their professional role into biochemical analysis, for example; patients could be registered with a pharmacy and drug histories maintained. (In answer to later questions, he said that registration with both a polyclinic and a community pharmacy might be involved.)

No investment by pharmacist

For those pharmacists seeking more than a purely professional existence, there need be no interference with commercial activities. No government was interested in nationalising tubes of toothpaste. It would require the dispensary to house the NHS drug stock which would be provided by the State. After the goodwill of the NHS dispensing sector had been purchased by the government the pharmacist would have to make no further investment in stock and would be provided with equipment and security thought necessary. He would be free to run his dispensing service as before, except that he would be accountable to a "pharmacy corporation" for the govern-

ment stocks held. Wholesalers might be franchised to handle distribution of these stocks.

The pharmacist would still own or lease his premises but would receive a "hard cash" salary at monthly intervals. The basis of salary could be similar to that of subpostmasters and comprise two parts — expenses based on running costs and the salary itself based on transactions. Subpostmasters were free to run their businesses provided the post-office service was maintained; they had leave with pay and on retirement could receive a lump sum if the business was unsaleable or if there was no longer a need for the service. For pharmacy, Mr Blum envisaged "seniority" payments to be included in salary to provide a career structure. The SMA plan would also involve relocation of dispensing from high concentrations in high streets to areas where a service was needed. The cost of State take-over of dispensing had been estimated at £80m.

Mr Blum believed that nationalisation would remove artificial barriers and unite the profession, which would be stronger as a result. But it had to be a voluntary decision of the profession — Sir Keith Joseph had said changes must come from within, and Dr David Owen had indicated his willingness to consider a salaried service once the profession decided what it wanted. Nevertheless, if closures provoked a public outcry the government might be compelled to impose a solution in the public interest without giving pharmacy a choice.

European example

The opposing view on nationalisation was put by Mr W. A. G. Kneale, local organisations officer and EEC liaison secretary, National Pharmaceutical Union. He believed there were "more inspired" ways of running the profession than letting it be taken over by the State. He cited practice in Germany, Holland, Belgium, Italy and Switzerland as presenting alternatives which might be adapted to British requirements but suggested that the case could best be made by examining the example of Swedish pharmacy nationalisation. State control there had come from political motives rather than because the service was unsatisfactory. The government had put an economist from the Co-operative food section in control, only three of the seven directors were pharmacists, central staff had been increased by 60 per cent.

Despite nationalisation's aim of reducing prices, they were up 10 per cent in the first year, the former proprietors' £2½m reserve fund was used up and a deficit of £3¼m incurred, counter sales fell by 5 per cent. As a result the pro-



Mrs Margaret Puxon

Privy Council's first woman nominee

Mrs Margaret Puxon, Fords Green, Bacton, near Stowmarket, has been appointed by the Privy Council, to the Council of the Pharmaceutical Society of Great Britain. She is the first woman so appointed by the Privy Council. Mrs Puxon, a practising barrister with chambers in Norwich and Colchester, qualified as a doctor in 1941 and specialised in obstetrics and gynaecology. She is a former registrar at Queen Elizabeth Hospital, Birmingham, and is the author of several publications on the family and the law. Her term of office expires in 1978. Mrs Puxon replaces Mr S. Howard, who has retired from Council.

duct range was drastically pruned to 2,800. Two-thirds of those who had prescriptions dispensed paid the maximum £1.50 charge (Britain's average cost was £1.04 and the patient paid at most 20p). One third of Sweden's pharmacies were now run by "prescriptionists" who had undergone two years training in a pharmacy and three terms at university — it was now established that, professionally, they could perform any task in a pharmacy. In 1974, two thirds of pharmacy graduates were unemployed three months after graduation.

Correct the defects

Mr Kneale also gave examples of how individual problems had been solved in Britain but said that the government should provide money now to ensure survival of peripheral pharmacies. It would be easier to correct the defects in the present system than to embark on the complicated and expensive process of nationalisation. There was, for example, the proposed essential small pharmacies scheme and a new contract was being formulated. Fighting for improved remuneration was a continuing battle — "it would be no easier if our bosses were the State".

A lively discussion followed, during which both speakers' views were criticised, not least by students from Portsmouth School of Pharmacy.

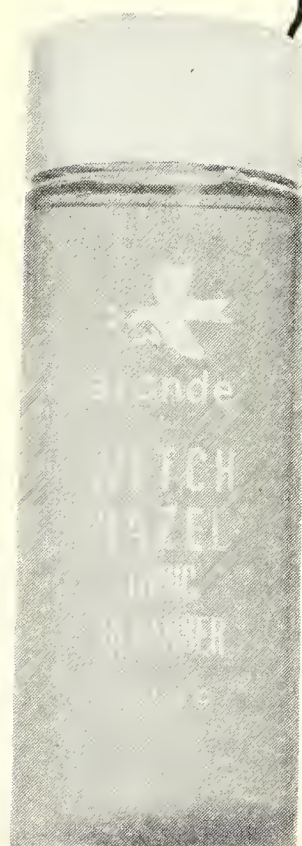
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People



The chairman of Ernest Jackson & Co Ltd, Mr W. E. Jackson, presenting a retirement gift of a voucher for a set of bowling woods, to Mr H. Elston, the works foreman. Mr Elston completed 45 years' service with the company, the latter 15 years as foreman. Perhaps the most significant change during his time is that in the early days pastilles were poured into starch moulds by hand, whereas today a pastille-pouring machine deposits pastilles at the rate of round about 6,000 per minute.

Mr Ivan Lester, MPS, founder and chairman of the Batley based Discount For Beauty chain of shops, is to visit the US in April to make a study of marketing methods there and to seek new products and ideas. With fourteen shops, mainly in the North, and an annual turnover of £2m, built up from one small Bradford shop in 1964, Mr Lester has an expansion programme that will double his number of retail outlets over the next two years, and he feels that by looking at American methods employed in comparative outlets, he could learn a lot. For the lecturer in pharmacology who entered the business world as a favour to a friend, on a short term basis back in 1964, the frenetic world of business acts as a stimulant that is proving to be profitable.

Mr Fletcher Hyde, of Great Glen, Leics, fellow of the National Institute of Medical Herbalists, and president and director of research of that Institute, has been appointed to serve on the Committee on Safety of Medicines.

Deaths

Brook: On February 19, Mr Gurney Bryan Brook, MPS, FBOA, 35 Tilehouse Road, Shalford, Guildford, Surrey, aged 74. Mr Brook qualified as a pharmacist in 1922 and then went on to qualify as an ophthalmic optician, joining his father's business at 155 Lavender Hill, London, SW. He was on the committee of the South-west London Chemists' Association for many years and had been secretary of the local National Pharmaceutical branch. Five years ago he disposed of his pharmacy to concentrate on his optical practice which he conducted until September 1974 when forced to give up through ill health.

Topical reflections

BY XRAYSER

Assessment

It does no harm, from time to time, to be subjected to a close examination of an unofficial kind such as that carried out by investigators acting on behalf of the Consumers' Association. It is an extremely difficult thing to achieve the right balance; to decide, for example, what is the ultimate purpose of the investigation; what information should be sought, and the fairest and most effective way of seeking it. Obviously, a scrutiny of pharmacy such as that undertaken by the Association, poses problems which may not be so easily overcome as those presented by price and quality of articles such as electric irons, sewing machines and automatic dishwashers. And, on the whole, the approach gave evidence of consideration and thought in the matter of the hypothetical condition of the mythical patients.

From a long experience, I have frequently been surprised by the fact that conditions which seemed to me to call for medical attention had not struck the sufferer in the same way, but of course there are factors in such a situation which do not apply in the purchase of a lawnmower. There is anxiety and fear, particularly where a distressing condition persists. It frequently happens that, before the visit to the pharmacist, self-medication has been resorted to and a measure of relief obtained, which merely delays the seeking of advice.

I should have thought that the four questions about long-standing "serious" symptoms would have been considered unsuitable, on the grounds that the obvious advice was to see the doctor, and that, in a number of cases, was the answer. (But it is not long since I was asked for "something for a cough", and on inquiring how long the cough had, persisted was informed, a little to my surprise, "Since 1911".

Consultation

The pattern of such help sought by the public probably varies over the country, and even in a particular area it changes from time to time. Frequently, the ostensibly minor manifestations occur at the week-end, with the doctor not available for ordinary consultation. More recently, I have met the case of the group practice which requires three days notice for an appointment. In such cases, all that can be done is to give a palliative which seems suitable for the conditions described, and only in such quantity as to give some relief until the doctor can be consulted on Monday.

At that stage, all the pharmacist is doing is treating symptoms. He cannot pretend to diagnose, for he is not trained to do so. And the physician, who is so trained, may, if his patient takes the advice of the pharmacist and goes to see him on Monday, do little more than treat the symptoms on the occasion of the first visit, though by training and experience he may recognise physical signs not evident to the untrained eye.

I think there is little doubt that the conclusion of the Consumers' Association is not wide of the mark when it says that "if you know your local pharmacist you may get better advice than we did as strangers." The pharmacist usually knows something of the background of the "regular", and such a person is more likely to listen to the advice of his pharmacist than a casual would be. I am not happy that it was not possible to see the pharmacist on a number of occasions, but the report, taken all over, was not unjust in its criticisms.

- ☐ The Scottish Home and Health Department have announced a revised mileage allowance of 3p for pharmacists attending approved postgraduate courses and using their own car from November 1, 1974.
- ☐ Dr A. L. King, Drug Addiction Unit,

All Saints Hospital, Lodge Road, Birmingham, has been exempted from The handwriting requirements imposed by Regulation 15 (1) of the Misuse of Drugs Regulations 1973. The exemption is only applicable to that unit.

Letters

Out-of-hours dispensing

At 8.55 pm on Sunday, January 12 I received a 'phone call from a patient to the effect that he had an urgently required FP10. At 9.20 the prescription was dispensed, but as it was not endorsed "Urgent" no "Urgent" fee was payable. The prescription yielded a fee of 21p and an on-cost of 2p, my round trip was eight miles.

Since that day I have been in correspondence with the Department of Health and Social Security who insist that only the prescriber can decide when a prescription is urgent, although after 11 pm this situation seems to alter. The end result of this episode, by no means isolated, is that I have written the following letter to my local FPC.

"Following an exchange of correspondence with the Department of Health and their statement that the prescriber is in their opinion the only person

who can decide whether a prescription is 'Urgent' or not, between the time of closure of a pharmacy and 11 pm, it is with great reluctance that I write to ask you to remove my name from the list of pharmacies willing to dispense after hours, except for the period 11 pm to 8 am. That is, I am willing to turn out during those hours when, without reference to any second party, the Department is willing to remunerate me for the service given".

I would suggest that other pharmacists do likewise until the Department learns that it cannot operate a "Heads I win, tails you lose" situation.

It is interesting to note that at one stage the Parliamentary Secretary, Mr T. Alec Jones, in his reply to my Member of Parliament, speaks of "the out-of-hours service which in its proper role is highly valued". I would add "but grossly underpaid".

Robert M. Onley
Nottingham

VAT and EEC viewpoints

I have just posted the anti-multirate-VAT petition forms to Mallinson House. Owing to the fact that we are short staffed and have not had the time to ask individual customers to sign, and have had to rely solely on the window bill, the number of signatories was small. A few

years ago, when the pharmacy was threatened with closure, we collected nearly 1,500 signatures in a few days. This shows what can be done.

Nevertheless, I am continuing with my own petition to the Chancellor of the Exchequer and will be writing strongly-worded letters to him and to my own MP. I hope that other retail pharmacists will do so.

Of course, the question not only of VAT but also of the future of the National Health Service as we know it, will if we stay in the Common Market be posed and answered in Brussels (not Westminster). For that reason, it behoves every retail pharmacist to do what he can to persuade his customers to vote "NO" in the coming Referendum.

Raymond Hutchinson
Harrow Weald, Middlesex

Clic-loc tops

Several of the Clic-loc tops on Motival tablets having successfully resisted the manager and dispenser, but not a screw-driver, we now put ordinary caps on the opened bottles.

If these tops go into general use I think we will find many tablets being transferred to unsuitable or wrongly labelled containers.

D. S. Hickman
Burnley, Lancs

NPU comments on 'Which?' findings

The National Pharmaceutical Union has issued preliminary comments on the Consumer Association's *Which?* findings on pharmacists' advice (last week, p313). The NPU considers that the exercise has been useful in that it recognises the public service provided by the majority of retail pharmacists.

"Generally speaking, the sale of medicines by unqualified assistants to a third party for someone with persistent symptoms without any additional questions being asked, without any reference to the pharmacist and, without a warning to see the doctor where appropriate, if the symptoms do not clear up is to be deplored.

"We are most surprised at the reference to 'expensive remedies' coupled with a statement that in nine cases the investigators paid 'more than 40p'. A packet of king-size cigarettes costs about 38p and the most recently available average total cost per NHS prescription is £1.04.

"Reference is made to cheaper remedies considered by the panel that advised the Consumer Association to be just as effective. We would be interested to see the list of preparations for comment.

"The statement that 'The Government should be able to give more positive encouragement to pharmacists to set up in badly served areas' is to be welcomed but it should be made clear that the special payments to rural pharmacies to help them keep going is made by chemist contractors generally and *not* by the Government.

"The statement must also be challenged

that 'in theory an average pharmacist earns about £4,000 per year from NHS work'. This is no doubt related to the notional salary but because that is allocated according to the time spent on NHS dispensing and because NHS work represents approximately 50 per cent of turnover the 'earnings' in practice will be nearer to £2,000 a year.

"The implied recommendations under the paragraph headed 'The future' that 'more pharmacists could work in health centre pharmacies' and of 'finding a way of making retail pharmacists salaried,' should be challenged. To an extent they contradict the statement that '... ideally, there should be a pharmacy in your area open after the end of surgery hours'. The movement of pharmacists to health centres or to 'prescription only' businesses would reduce the number of traditional pharmacies and that would not improve the service to the public, particularly among what are now called the 'pram and hobble' cases. There will be a continuing need for a network of traditional pharmacies throughout the country particularly as doctors, through appointment systems and zealous receptionists in group practices, become more and more remote from the patient.

"It is interesting that the last widespread inquiry of this kind (Whitfield, M., *Practitioner* 1968, 200, 434) among 616 genuine patients in eight centres (*Which?* involved 183 'phoney' patients) found that the advice given and treatment prescribed by pharmacists appeared 'in all cases' to be appropriate. The author of that report concluded that the service given by the pharmacist to the public was 'valuable' and 'one which saves the general practitioner a considerable amount of work'."



SnapSAFE closure on bottles

The SnapSAFE child-resistant closure announced recently (*C&D*, February 1, p124) is being introduced on plastic bottles available through Wellcome consumer division, Crewe Hall, Crewe, Cheshire CW1 1UB.

SnapSAFE is claimed to exceed the US Food and Drug Administration's protocol for child resistant closures. Initially the closure will be available on 25, 48 and 90ml bottles. Instructions to open are printed on the top—the arrow on the cap is aligned with the arrow on the neck of the bottle and the cap is then pushed upwards with the thumb. The cap can be replaced in any position.

SUNSIGNS 1975

Sunsilk Conditioner spring predictions for rapidly rising sales and profits.

✕ February

A completely new look for Sunsilk Conditioner—new packaging design, new formula and perfumes for the three variants. A bigger Standard size and a new Large size.

♈ March

Everything comes into play near the end of this month. A massive £125,000 to be spent on advertising in the next four months alone. Most of this on TV—a new media for Sunsilk Conditioner—plus leading women's magazines and Radio Luxembourg. A month with the taste of things to come.

♉ April

This month expect astronomic results. Television and press continue promoting your Sunsilk sales. 87% of the target market will have heard of New Sunsilk Conditioner. Be certain of your stocks today because now is a time of surprises.



Elida Gibbs Ltd
The Brand Builders

You can confidently recommend **Entero-Vioform[®]** C I B A

- 35 years' widespread usage
- Efficacy established in published clinical trials
- A preventative, not just a treatment



A good show of Entero-Vioform packs and display material together with your recommendation will ensure that your customers buy adequate supplies.

- **The distribution of CIBA products is limited to pharmacies**

New products

Cosmetics and toiletries

English Complexion additions

Yardley have added more products to the English Complexion range. They are, a liquefying cleansing cream (£0.95), a light textured cleansing cream suitable for oily, normal, combination and blemished skins; complexion milk (£0.95), a light cleansing lotion for normal, dry and sensitive skins; tonic cleanser (£0.95), a dual purpose lotion for oily and combination skins that may be used as a cleanser or toner; and Beauty Magic lotion (£0.95), a moisturising lotion.

Yardley of London have also introduced an aerosol form to Poise anti-perspirant. The aerosol (£0.69), like the roll-on, has a delicate floral perfume and is said to have a quick spraying action that dries "instantly to a smooth finish" (Yardley of London Ltd, 33 Old Bond Street, London W1X 4AP).

Malt-enriched products

Estée Lauder have introduced two hair preparations in the Aramis range of men's toiletries. Aramis malt enriched gel shampoo (£1.99) is a single application shampoo concentrate. It contains malt and protein to give "lustre and manageability" to the hair. For after-shampoo they introduced malt enriched after shampoo structurizer (£1.99), a non-alkaline formulation containing protein, malt conditioners, carrot oil to help to counteract split ends, dryness or hair damage (Estée Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH).

Conditioning lash thickener

Elizabeth Arden have introduced a mascara that helps to thicken, lengthen and separate lashes without the use of artificial fibres. Conditioning lash thickener (£1.30) is also water-resistant, smudge-proof and contains a "protein conditioning ingredient" to keep lashes silky-soft. It comes in a neat, lightweight, burgundy case in four colours — very black, very brown, soft brown and very navy (Elizabeth Arden Ltd, 20 New Bond Street, London W1A 2AE).

Two from Guerlain

Guerlain have introduced two new products to their range. The first, Creme Stabilisante (£5.80) is a moisture balancing cream said to "stabilise" the moisture content of the skin and to form a moisture barrier in the skin's upper layers. It contains vegetable-oils and vitamins and is suitable for all skin types. The cream is non-greasy, and comes in a 23g jar.

The second product introduced is a body shampoo (£3.70). This is presented in three colours, a different one for the



fragrance variants. There is blue for L'Heure Bleue fragrance, pink for Chant D'Aromes and Shalimar fragrances, and green for Chamade and Mitsouko fragrances. It comes in a 250cc squeeze "marbled" top flacon (Guerlain Ltd, 22 Aintree Road, Perivale, Middlesex).

Nail enamel collection

Nail Color 1 is the latest nail enamel collection from Germain Monteil. The range includes 12 cream shades all containing "natural pearl", and are in angled bottles designed to minimise bottle tip.

Also included in the range is a nail base, a resilient base coat that dries to a matte finish. There is a nail finish in a choice of clear or platinum that gives a shiny finish to the nails, and a conditioning nail cleanser. The cleanser does not contain acetone, fragrance or "dehydrating ingredients" which results, say the makers, in an effective cleanser which removes enamel without rubbing and allows the natural moisture in the nail to remain. There is also a treatment cream for nails and cuticles that contains stabilised soluble collagen. For sale in May, there are no recommended prices available at the moment. (Germaine Monteil, 17 Old Bond Street, London W1).

Suntan range

Bergasol is the latest range of suntan products to be introduced in the UK. Made by Goupil Laboratories, Paris, the range contains bergapten from the bergamot plant, said to accelerate the rate of suntanning. The filter used is said to absorb 84-94 per cent of UV rays.

There are seven preparations in the range. For dry skins there are oils at £1.80 to £1.95 a bottle and gels at £1.50 and £1.65, depending on the degree of protection required. There are two tanning creams at £1.50 and £1.80, and an after sun moisturiser at £1.80 (Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey).

Sundries

Driving sunglasses

Linda Farrow have launched a new sunglasses, the Sterling Moss driving glass (£9.50), said to be made to his own specifications. The lenses are brown photochromic glass made in Britain by Chance-Pilkington, and are impact-resistant. The plastic frame has high joints to give a "good field of vision" and the sides are reinforced by wire (Linda Farrow, 333 Grays Inn Road, London WC1).



Prescription specialities

INOLAXINE granules

Manufacturer Dales Pharmaceuticals Ltd, Barrows Lane, Steeton, Keighley, Yorkshire BD20 6PP

Description Orange coloured granules containing sterculia 98 per cent

Indications Diverticular disease of the colon in those patients not suited or improved by dietary changes. Irritable bowel syndrome; ulcerative colitis, and spastic colon syndrome when watery stools are present; colostomy or ileostomy, to improve the consistency of the effluent. Haemorrhoids: to treat or prevent any associated constipation, and after treatment to ensure smooth bowel action; similarly before and after rectal surgical procedures. Prevention of recurrence of anal fissure. Simple constipation associated with pregnancy, lack of bulk in the diet or colonic atony. To maintain bowel regularity and prevent straining at stool in bed-ridden or post-operative patients.

Contraindications Intestinal obstruction or stenosis; acute inflammatory intestinal conditions; senile megacolon

Dosage: Adults: 1 to 2 heaped teaspoonfuls once or twice a day with a maximum of 4 heaped teaspoonfuls daily. Children: half adult dose.

Best to start with one heaped teaspoonful a day (half for children) and gradually increase dose until desired effect on bowel action secured. Should be swallowed without chewing with a drink of water or fruit juice, if preferred stirred into drink and swallowed. If difficulty in swallowing, may be stirred into $\frac{1}{4}$ glass water, left 30-60 minutes, and jelly eaten with spoon

Side effects Occasional flatulence and mild abdominal discomfort which may be due to insufficient fluid intake

Storage Cool place

Packs 175g (trade £0.90)

Issued March 1975

Trade News

'Days of wine and roses'

Chemists who order cotton buds from representatives of Johnson & Johnson Ltd, Greater London House, Hampstead Road, London NW1, before May 28 will receive wine vouchers worth 50p each, redeemable at Peter Dominic and Westminster Wine stores. Chemists can also enter a competition during the period, in which they have to identify six French wine-growing regions on a map, and invent a name for a fictional red Burgundy. The prizes range from 5 long weekends at a French vineyard, to £50 and £25 wine vouchers and bunches of red roses. Runners up will receive £10 wine vouchers.

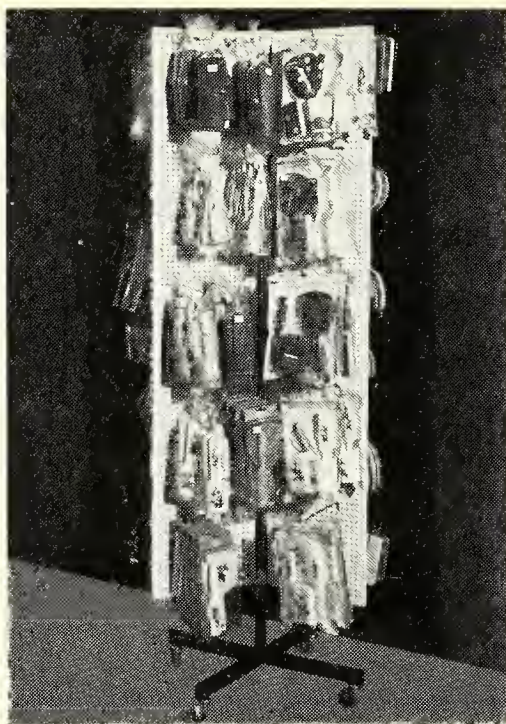
Karaya paste introduced

Abbott Laboratories, Queenborough, Kent, have introduced Hollister karaya paste, for use as a barrier layer and for filling in awkward depressions and irregularities around all types of stoma (4.5oz tube, £0.99 trade).

Uvistat competition

Two holidays for two for a week in Tenerife, are the first prizes in the Uvistat chemist and chemist assistant competition being launched by W. B. Pharmaceuticals Ltd, PO Box 23, Bracknell, Berks, in July and August. The competition is based upon product knowledge and to enter, the new Uvistat dispenser should be on display during the promotion. There is also a "mystery shopper" prize and a prize for displaying the product.

The makers are also offering a bonus of 13 to the dozen on orders of less than eight dozen, and a free display unit plus two products for each dozen ordered on orders over eight dozen. Uvistat will be advertised in *Woman*, *Woman's Weekly*,



One in the range of display stands for the Zwingel range of toiletries by Boma Products & Co, 28 Paris Avenue Newcastle, Staffs.

Woman's Realm, *Family Circle*, *Living* and *Mother* magazines from April through to August.

Voss repackaged

Diamond Voss nail strengthener (£1.03) has been repackaged to have a new, "more elegant" image. The new pack is obtainable in a neat, six display outer which features an illustration from advertisements for the product which will appear in April, May and June in leading women's magazines. The product, distributed by Thos Christy Ltd, North Lane, Aldershot, Hants, is currently available on bonus to the trade. The price to the consumer remains unchanged.

'Colourful world' competition

Dylon International Ltd, Lower Sydenham, London SE26 5HD are launching two competitions — one for the trade, one for consumers — this month. The consumer competition entitled "Colourful-world", will be featured in the *TV Times* from April 26 running throughout May and offers 30 Global holidays as its prizes. Merchandising material and competition entry forms feature radio and television personality, David Hamilton.

For the trade, Dylon offer six, 13ins Sony Trinitron portable colour televisions. Details from the makers' representatives.

Matching packs

Fontarel Ltd, Horsenden Lane South, Greenford, Middlesex, have repacked Ormarin foam bath sachets to match the packaging of the other sizes. To support the new packaging, a free sachet will be banded to Ormarin talcum and the 125g size foam bath during March and April.

Scholl hosiery weeks

A national series of 30 hosiery weeks featuring Scholl support and elastic hosiery, will take place from mid-March until the end of April. The promotion includes a window display competition in each of Scholl (UK) Ltd, 182 St John

Street, London EC1P 1HD, sales areas and offers as its prize a Fortnum & Mason food hamper. Display material and a new consumer booklet, *The Scholl guide to better legs*, are available.

Backed by local advertising, the hosiery weeks will be preceded by training courses for pharmacists and senior assistants covering the correct use, fitting and merchandising of support and elastic hosiery.

Soap offer

An advertising campaign for Cidal soap has been launched by Princess Foods Ltd, Richmond House, 1 Runford Place, Liverpool L39 9QQ. Advertisements will appear in *Honey*, *Mother* and *Woman* magazines. There is also a money-saving offer of one free tablet of soap with every two purchased.

Summer advertising

Colour advertisements featuring the Eversun range of suntan products will appear in *Reader's Digest*, *Woman's Own*, *Woman's Realm*, *Woman's Journal*, *Woman & Home*, *Vogue*, *Harpers & Queen*, *She*, *Cosmopolitan*, and the *Daily Telegraph* magazine throughout May, June and July. Backing the advertising is a range of display material produced by Roche that features the Eversun tan plan which explains the product's protection strengths. The range is distributed by Thos. Christy Ltd, North Lane, Aldershot, Hants.

Tablet form only

Fennings Pharmaceuticals, Hurst Road, Horsham, Sussex, will be producing Fennings Little Healers in tablet form only. The formula remains unchanged.

Money-off Cool

Beecham Proprietaries, Beecham House, Brentford, Middlesex, are featuring a consumer offer on Cool antiperspirants. The offer, marked on-pack, represents to the consumer a saving of 17p on the large size, 15p on the medium size and 8p on the roll-on off the recommended price. A range of merchandising material has been produced by Beecham who also offer "attractive trade terms" during the promotional period.

Continued on p 349



New Mimosept Comfort. The towel that's made softer to sell harder.

What's happened in sanpro?

3 years ago it was enough to be new to be noticed in the sanitary protection market. Not any more.

Libresse changed all that. It revolutionised the younger end of the market. And now it's a £2¼ million brand at RSP.

Time for a change

And now we believe it's time the more traditional end of the market – the looped towels – were brought up to date. After all, they do account for 70% of all towel sales.

A Revolution

New Mimosept Comfort is a revolutionary new kind of towel. It's not only softer than any other towel but it also gives a woman all the absorbency she wants – with a unique method of attachment, a strip of foam on the underside that holds it firmly in place.

2 Women in every 3 prefer it

Mimosept Comfort is the biggest selling towel in Europe, but we made sure it was right for this country. In trials, 2 out of every 3 women preferred new

Mimosept Comfort to their present brand. And that's a lot of business.

The Soft Towel with the Hard Sell – Over £½ million this Year

New Mimosept Comfort launched with the biggest advertising budget a sanitary towel ever had. Over £½ million this year. With hard hitting ads in major women's magazines. And the first posters ever used in a sanpro launch. Plus more than a million money-saving coupons in the introductory packs to bring your customers back for more.

New Mimosept Comfort is the right product. With the right support. And the right trade terms.

Make sure you will reap the rewards.

MÖLNLYCKE LIMITED,

Harpenden, Herts. Tel: Harpenden 68111
(STD 05827)



"Libresse" and "Mimosept Comfort" are registered trademarks of Mölnlycke Limited

Oraldene treatment persists even when you're closed

Opening Hours

Monday	9.00	12.30	—	1.30	5.30
Tuesday	9.00	12.30	—	1.30	5.30
Wednesday	9.00	12.30	—		
Thursday	9.00	12.30	—	1.30	5.30
Friday	9.00	12.30	—	1.30	5.30
Saturday	9.00	12.30	—	1.30	5.30

Late dispensing

7.00pm - 8.00pm

THIS SHOP

IN EMERGENCIES
RING ABC.1234

sore throat? **Oraldene** mouth ulcers?
Gives hours of relief with a half-minute rinse

A half-minute rinse or gargle with undiluted Oraldene provides immediate relief from the soreness and discomfort of mouth and throat infections. Yet because Oraldene's anti-infective ingredient, hexetidine, has a marked affinity for buccal mucosa, the effect of a single rinse lasts for hours.



Oraldene contains hexetidine 0.1% and is supplied in bottles of 200 ml. Further information on Oraldene and on the 'Opening Hours' sign pictured above is available from William R. Warner & Co. Ltd., Eastleigh, Hants. Tel. Eastleigh 3131. Oraldene is a registered trade mark.



Trade news

Continued from p 346

Biggest-ever campaign

The electrical appliance division of Philips Electrical Ltd, Century House, Shaftesbury Avenue, London WC2H 8AS, are launching their biggest-ever advertising campaign. The new spring campaign will use Press and television and will cost more than £500,000. It includes the Philishave "Waterloo station" commercial which will be shown nationally for four weeks beginning mid-March. A new commercial for the Philishave battery will be shown nationally from the end of April, and Philips foil head shavers are currently being shown in the London, Scottish, and Southern television areas. A Ladyshave campaign begins mid-April in the London, South, Anglia, South-west Midland and Wales and West TV areas.

The Philishave commercial is backed by a Press campaign. Double-page and single-page advertisements featuring the product will appear in the *Radio Times*, *Daily Telegraph* magazine, *Observer* magazine and the *Sunday Times*.

SMA poster gives fat baby warning

A poster giving advice to mothers on how to prevent their babies getting fat is available from John Wyeth & Brother Ltd, Huntercombe Lane South, Taplow, Maidenhead, Berks. The poster warns against making bottle feeds stronger by adding extra scoops of powder, adding more sugar than recommended, giving sweetened drinks or adding cereals to the bottle, and advises mothers to give milk only for at least 10 to 12 weeks. Weight cards, on which a baby's weight can be plotted and compared with what it should be, are also available.

Tablet containers

A wide range of white, high-impact polystyrene ointment and tablet containers is offered by A. W. Gregory & Co Ltd, Glynde House, Glynde Street, London SE4 1RY. Minimum orders are for 100 units of any one item, and orders are accepted in multiples of 100, or 1,000 units. Special quotations are given for printing containers or caps for a minimum quantity of 5,000 units, and carriage is paid on orders over £50 value in the greater London area.



Sectovap insect killer is the latest product from Secto Co Ltd, Carlinghurst Road, Blackburn (last week, p 316).

Three-star offer

H. & T. Kirby & Co Ltd are currently offering the trade a "three-star" offer: comprising "holiday", "slimmer" and "baby" discount parcels. The holiday parcel consists of 4 dozen Lacto Calamine, 3 dozen Puritabs with 1 dozen Puritabs free or 15.2 per cent additional discount. The slimmers' parcel contains 1 dozen 10-day slimmer course, 2 dozen Extra Energy tablets, plus one pack Teeda hair straightener free, or 10.7 per cent additional discount. The baby parcel consists of 5 dozen 80's cotton buds, 2 dozen 160's cotton buds, plus 1 dozen 56's Babysafe sterilising tablets free or 18 per cent additional discount. Orders through representatives or direct to Barclay Pharmaceuticals, Lakeside Laboratories, Rawdon, Leeds LS19 7YA.

Bu-To relaunch

Rose-scented Bu-To has been relaunched by Sanitas Group Sales Ltd, Sanitas House, Stockwell Green, London SW9 9JJ. The re-styled packaging is aimed at appealing mainly to the young, and the product has an added skin conditioner. It will be available in three sizes — 25g (£0.24), 50g (£0.33) and 125g (£0.49).

Economy pack

Crookes Anestan Ltd, 1 Thane Road West, Nottingham NG2 3AA, have introduced an economy 950 pack of Sweetex (£0.57). The pack comes in display outers of 12, with two outers shrink-wrapped to form a unit of 24. Window and point-sale-material featuring the pack, will be available.

Knock-out commercial?

Fabergé Inc, Ridgeway, Iver, Bucks, are currently running a national television campaign showing 30-second commercials for the Brut 33 range of toiletries. The commercials take the form of an interview with Mohammed Ali who endorses: "float like a butterfly, sting like a bee, the great smell of Brut and the punch of Ali!"

Ritz offers for May

Charles of the Ritz Ltd, Brook House, Park Lane, London W1Y 4EU are offer-

ing Ritz fragrance refresher, Ritual Cologne spray, and Revenescence cream at reduced prices during May. The 2-oz jar of Revenescence cream is offered at the price of the 1-oz — a saving of £2.10; there is a saving of £1.45 on the Cologne spray, and there is an introductory offer on Ritz fragrance refresher.

Visitors' soaps pack

A pack containing six lemon visitors' soaps have been added to the lemon range by H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR. Packed to look like actual lemons growing on a stem, the soaps (£0.60) are in a green and lemon striped box with a cellophane top.

Boutique new colours

Packs and contents of Kleenex Boutique tissues are being "brightened up" in a relaunch just starting. A new combination of alternating-colour tissues, rose and lilac, is introduced research having shown that it is preferred to the original two-tone pinks. Kimberly-Clark Ltd, Larkfield, Maidstone, Kent, say that Boutique's share of the facial tissue market has nearly doubled in the past 12 months and they are confident that the new packs will ensure that record is exceeded in 1975. Backing the relaunch is a 5-p repeat-purchase coupon which will run on the base of the pack until mid-April.

Compound acquired

Earex Ltd, 3 Miles Buildings, Bath BA1 2QS, have acquired Luma anti-rheumatic compound from J. P. Lennard of Rugby.

Price reduction

CIBA-Geigy (UK) Ltd, Simonsway, Manchester, have announced a reduction in the recommended retail price of their recently introduced Fly-Tox Superblock (February 22, p 241) from £1.59 to £1.15. The company says the reduction was made possible by the interest in the product and economies on an international basis.

Discontinued

Astra Chemicals Ltd, King Georges Avenue, Watford, Herts, have discontinued the 3-kg size of Hewletts cream. The 35-g tube and 400-g jar are still available.

on TV next week

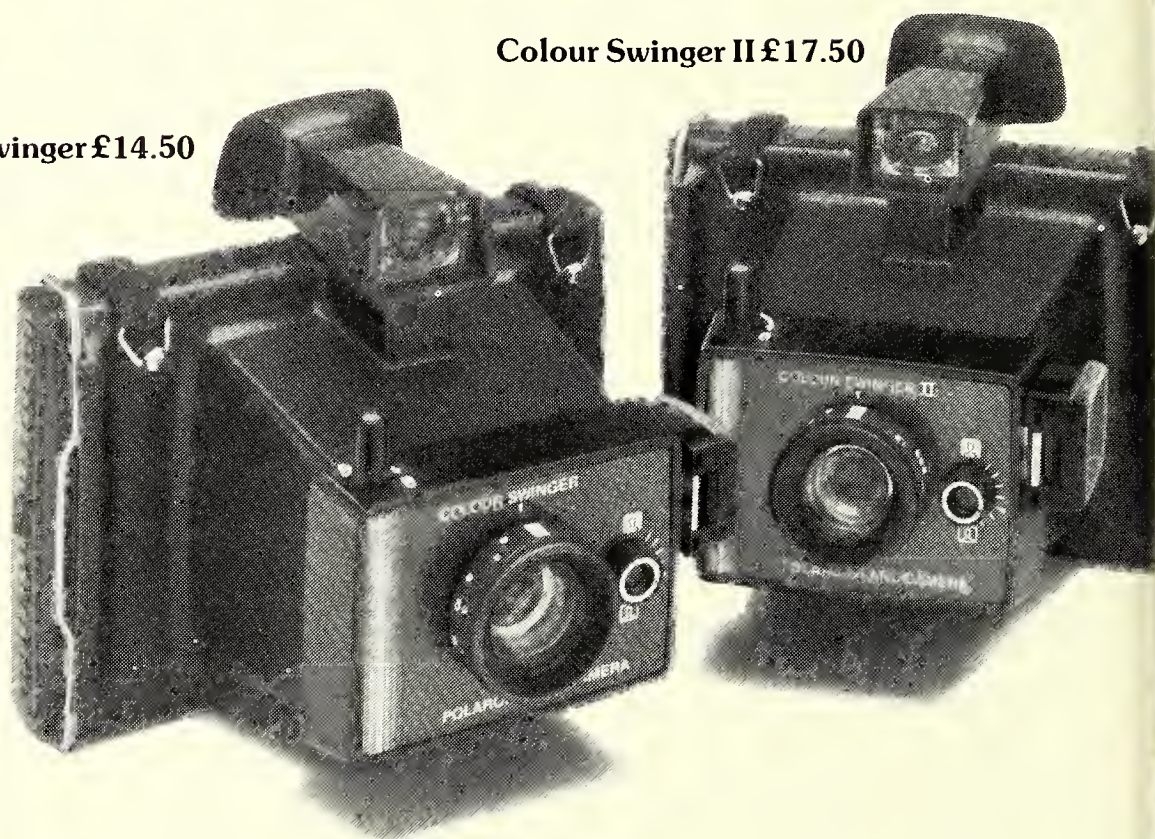
Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

Anadin: All areas
Aquafresh: All areas
Earex eye drops: NE
Maybelline Great lash: All except U, E
Midas foam bath: NE
Oil of Ulay: Y, NE
Philishave: All areas

There's a lot in the immediate

Colour Swinger II £17.50

Colour Swinger £14.50



Polaroid introduces the Colour Swingers. A brand new line of 60-second colour cameras designed to continue the success of the famous Polaroid "Swinger" name. (In which we've invested close to a million advertising pounds, since it was first introduced.) And with a range of prices that offer you easy selling-up profits as well.

The lowest-priced camera in the new line is the £14.50* Colour Swinger. It takes colour pictures only. The Super Colour Swinger is for colour and black-and-white instant pictures.

And both these cameras have trade-up models, Colour Swinger II and Super Colour Swinger II. They feature

a built-in development timer that tells you when the picture is ready (an aid to accurate picture development). Also included with the Super Colour Swingers is a handy tripod mount.

All Colour Swingers have an electronic eye and an electronic shutter system for automatic exposures (features found only on conventional cameras costing nearly twice as much). A 3-element lens (focuses from 3.5 feet to infinity), an easy-to-use viewfinder, a built-in flash assembly for flashcubes, and a convenient neckstrap.

*Suggested retail price including 8% V.A.T.

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Polaroid's new

of profit for you future.



Super Colour Swinger II £22.50

Super Colour Swinger £19.50

biggest "Swinger" expenditure ever. You'll see dramatic new television commercials on prime-time nationwide TV. And frequent colour page ads in

Brilliant new Polacolor 2 Film.

In addition, to get your Colour Swinger sales off to a brilliant start, we're introducing a remarkable new 60-second film. Polacolor 2. This film contains unique metallized dyes that literally saturate your pictures with colours of unusual brilliance. It is also more fade-resistant than any other amateur photographic print. Instant or not.

And we'll be introducing the new Colour Swingers with a major advertising campaign that represents the

wide-circulation magazines like "Reader's Digest," "Radio Times," "Sunday Times Magazine" and "Daily Telegraph Magazine."

With four exciting new cameras, a brilliant new 60-second colour film, and the "Swinger" name, your profit opportunities are even greater than in 1974. So be sure to have all these new products on hand when your customers begin asking for the "new Polaroid Colour Swingers." A name you'll be hearing a lot more of in the immediate future.

60-second Colour Swingers.

Kodak improve on 'best' films

by Stanley Bowler

Whatever the pros and cons of the situation, whether we like it or not, there is no doubt that the colour-film market is dominated by one brand name — to the extent of some 80 per cent it is believed. That this product is generally agreed to be the best of its kind should re-assure those who regard near-monopolies as the worst kind of evil. In this instance, however, it is the purchaser and user who determines whether the *status quo* is acceptable, simply because the product is worth buying.

Although most people realise that all manufacturers of any significance spend a great deal of money on research to improve existing products and to develop new ones, it is still surprising to find that what we thought was very nearly the best possible can be improved in one way or another.

This is what has happened as far as Kodachrome is concerned. 35mm Kodachrome II miniature-camera film has been taken as a reference standard for some years. When the Consumers' Association journal *Which?* reported on colour films generally some time ago, this particular film (although more expensive than some which were tested) emerged as "the best buy".

Range

First of all, let us look at the new range which was announced at "photokina" last year (*C&D*, October 12, 1974, p 521) and which Kodak Ltd hope to launch in Britain this spring.

Kodachrome 25: Replaces Kodachrome II for still photography and 16mm and 8mm cinematography;

Kodachrome 40 Type A: Replaces Kodachrome II (Type A) in 16mm, double-run 8mm and Super-8 motion-picture films;

Kodachrome 64: Replaces Kodachrome X similarly.

The numerical designation indicates the working speeds of the new materials in

ASA ratings so that automatic camera controls and exposure-meter settings are immediately obvious without reference to the packing or to the instruction sheet. A simple change but a useful one for the less experienced, avoiding confusion about these "speed-ratings". Anything of this kind which makes the use of a material easier is to be commended.

Without going too deeply into technical matters, there is one factor in the manufacture of photographic sensitive film which has to be taken into account. As a general principle, it will be found that the higher the "speed rating" (sensitivity to light) the greater will be the "graininess" of the resulting picture. It is a credit, therefore, to the manufacturer's research workers that they have been able to produce new films with increases in speed or sensitivity while maintaining standards of fine-grain structure previously associated with the slower-speed types.

Colours

Apart from the structure of the image the ability of any film to render colours acceptably is equally important. The word "acceptably" has deliberately been used in preference to "correctly"; half-a-dozen people looking at the same colour-slide or colour-print will find points of criticism about the colour rendering.

In general, the new films appear to give slightly "softer" results than the old, with a greater "range of tones". Of these tones, it is the flesh tint which is of most importance to many people — provided that this is acceptable, other colours (even if not quite "correct") are a secondary consideration.

Kodachrome II, for example, provided brilliant results, with accentuation of colour in some instances — under certain conditions, the rendering of skies was sometimes referred to as "Kodachrome Blue" because of its intensity. From the results which have been seen so far, it

would seem that this implied criticism no longer holds good. Nevertheless, it should always be remembered that lighting conditions vary enormously and that even a "blue sky" is not always exactly the same colour.

Similarly, a "green field" will appear to have differences in colour depending upon the way in which it is seen and the way in which the sun falls upon it. A simple, but nevertheless interesting, test of observation is, when travelling, to look at the colour of such a field as you approach it, then as you pass it, and finally as you look back at it.

The next factor which has to be taken into account is the way in which the film is used, especially as far as "exposure" is concerned. Colour films generally only produce good results when the "exposure" of them is quite close to that recommended by the manufacturer — the exposure, of course, being controlled by the combination of lens aperture (lens-opening, *f*/stop, iris setting) and the time during which the light is allowed to fall on to the film (shutter-speed). This applies whether the combination is effected automatically by the camera mechanism or manually.

The new films are stated to have a greater "exposure latitude" — that is, errors in exposure by the user will be less obvious than hitherto. This greater tolerance is a worth-while advantage, but it should not be used as an excuse for carelessness. However good-natured a product may be, the best results will only be obtained by taking just a little more care in using it.

Processing

The next stage to be taken into account is the processing of the film. As might be expected, a new process (K-14) complements the introduction of the new 25, 40 and 64 series of Kodachromes. The makers claim that technical improvements, such as minimal interlayer dye contaminations, will contribute to "cleaner" colour reproduction. Kodak Ltd state that the new processing facility should be available in spring.

As it is understood that colour is now really beginning to supplant black-and-white, the introduction of these new and improved films should go a long way to accelerating the rate of change. It is too early yet to make a full assessment of the general run of results but the prospect is an extremely interesting one. There will, almost inevitably, be criticisms from those who have become accustomed to the present standards, quality of colour rendering and so on, but it will be "the man-in-the-street" who will decide whether the new materials are wholly acceptable.

Since newcomers to photography and filming will soon have no previous standard by which to compare the old and the new, there is no point in belabouring the differences — selling should be based on the high quality of colour materials which are becoming available. The technical reasons for the improvement are extremely interesting, but primarily only of interest to the technician; the customer is only interested in the results which he or she obtains. Any progress should eventually be reflected in bigger turnover.



Kodak's new films incorporate the ASA rating in the name. The red and yellow packaging is augmented on this occasion by black stripes across the top of the cassette in the 35mm version.

CIDAL

Special offer for you and your customers

Cidal soap's new Irgasan formula is creating real excitement about its skin care potential, particularly among the people who actually need to use a medicated soap. More than 3,000 enquiries were generated in the first twelve months from its introduction — and a recent survey now shows that more than half those interviewed gave Cidal as their choice of a medicated skin care soap.

A great new advertising campaign will start in March with bigger spaces in the powerful women's press — Honey, Mother, Woman. Plus a great money-saving offer — buy 2 tablets of Cidal, get one free!

There's no sweeter way of introducing your customers to Cidal's skin care.

So don't disappoint them. Order the special offer packs of gentle, effective Cidal from your Wholesaler today. Or write to Cidal, P.O. Box 30, Liverpool L69 3DY.



**Order now
from your
Wholesaler!**

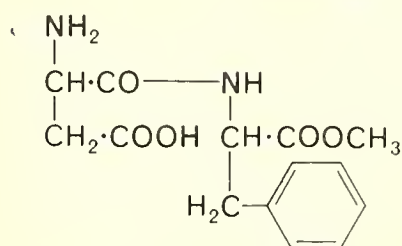
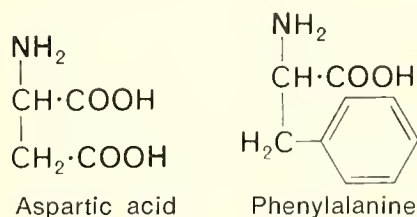
A sweeter life for the diabetic

by Dr G. B. West, PhD, BPharm, DSc, FPS, principal lecturer, North East London Polytechnic

Saccharin, discovered accidentally in 1879 when it was found to be about 300 times sweeter than sugar, became the first sugar substitute in Britain to be used initially in the diets of those who, because of diabetes, have to restrict severely their sugar intake. Cyclamate, also discovered accidentally but later in 1937, followed saccharin as a synthetic sweetener until it was banned in 1970 from general foods and beverages.

In the past two years, doubts have been cast, on the basis of further animal feeding trials, on the safety of saccharin, although still more recent studies have indicated no such dangers. Interest has recently been directed, therefore, to the development of new synthetic sweetening agents for diabetics and others, especially as there is the possible scarcity of sugar in the future.

First in the line of modern synthetic sweeteners is a small molecule named



Aspartame (L-aspartyl-L-phenylalanine methyl ester)

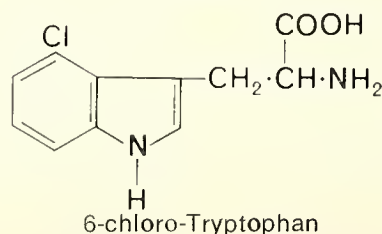
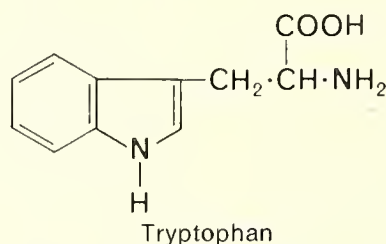
aspartame which has recently been approved by the US Food and Drug Administration for use in hot beverages, cold cereals, chewing gum, gelatines and a host of other prepared desserts. Weight for weight, aspartame (a synthetic product of two amino acids, L-aspartic acid and L-phenylalanine) is about 200 times sweeter than sugar. Being metabolised as a protein, it is safe for diabetics and will provide an essential amino acid in the form of phenylalanine.

FDA approval in August 1974 followed long-term safety studies in which dogs and rats were fed amounts of aspartame equal to 1/500th of their body weight, doses which incorporate the 100-fold safety factor usually allowed in calculations involving safety levels based on animal experiments. Another study required for FDA approval involved rats on life-time aspartame diets and no detectable side effects or hazards were evident

in any of the studies. As it is free from the after-taste so characteristic of saccharin, the manufacturers (Searle and Co) have already made a special request to the British Food Standards Committee to review aspartame (*C&D*, October 19, 1974, p 550). It may be on the British market, therefore, within the next few months and will then be available for diabetics.

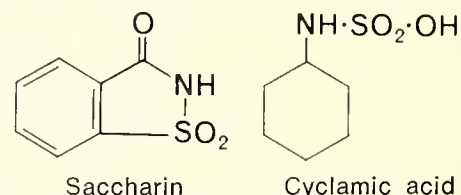
The history of aspartame began about 1968 when chemists were working on the synthesis of one end of the pentapeptide hormone called gastrin. The last two amino-acids in the chain of gastrin are aspartic acid and phenylalanine and crystallisation of the methyl ester of this dipeptide resulted in an extremely sweet compound. A large number of structure-sweetness tests followed, with replacements in the different parts of the molecule, in an attempt to identify the sweetness centre. The only finding of note, however, was that changes within the aspartic acid structure destroyed the sensation of sweetness and nothing sweeter than the original aspartame was found. Like saccharin and the cyclamates, aspartame was discovered accidentally.

Yet another small molecule, another amino acid essential to life, has recently appeared on the scene of synthetic sweeteners. Workers at Eli-Lilly and Co discovered that the antifungal antibiotic called pyrrolnitrin is made in nature from tryptophan. In further studies, DL-6-trifluoromethyl-tryptophan was prepared and found, quite accidentally, to be a potent sweetening agent. Substituting different groups in the 6-position of tryptophan proved even more effective, though sweetness resides in the unnatural D-forms of the compounds rather than in the natural L-isomers. The most effective sweetener in this series so far prepared has been D-6-chlorotryptophan which is more than 1,000 times sweeter than sugar, with no bitter after-taste. Safety testing of this compound has been



gun and so far results are highly satisfactory. Maybe here again, a simple small molecule may become a sweet-tasting chemical for diabetics.

Meanwhile, major developments continue to take place with saccharin and cyclamate. Abbott, who first marketed cyclamate after the FDA had approved the compound under a new drug application, have petitioned the FDA (November 1973) to allow cyclamates to return as a food additive and a decision must therefore be expected soon in the US,



with possible acceptance later in Britain. Cyclamates became a "generally recognised as safe" food additive in 1958 and the slimming boom of the early 1960s followed when the use of cyclamates (introduced originally as a drug, but then used indiscriminately) became extensive. Being free from the bitter after-taste of saccharin and having no stability problems in cooked, tinned or baked foods, it enjoyed great popularity. And then, in 1969, prolonged high doses of the most common sweetener formulation (namely, 10 parts of cyclamate to 1 part of saccharin) were found to produce bladder abnormalities (apparently cancers) in rats and so cyclamates were banned in the US from general foods and beverages, and Britain was quick to follow suit. Cyclamates were allowed in dietary products but the ban became total in October 1970 in the US.

Conflicting results

In May 1973, the results of two further animal feeding trials using high saccharin levels also showed evidence of bladder nodules of possible cancerous origin. However, during the early part of 1974, the results of still further feeding trials involving both cyclamate and saccharin, separately and in combination, indicated that there was no carcinogenic potential either for cyclamate or for saccharin, despite feeding high doses. Even a 2-year study on 600 rats with commercial saccharin at dose levels up to 5 per cent of the diet gave negative results.

Saccharin, cyclamate, aspartame and 6-chloro-tryptophan are all relatively small molecules, but the idea that a sweet-tasting compound must have a low molecular weight (like sugars) has now to be revised as the active principles of three tropical berries have recently been found to be proteins capable of exerting

Continued on p 357

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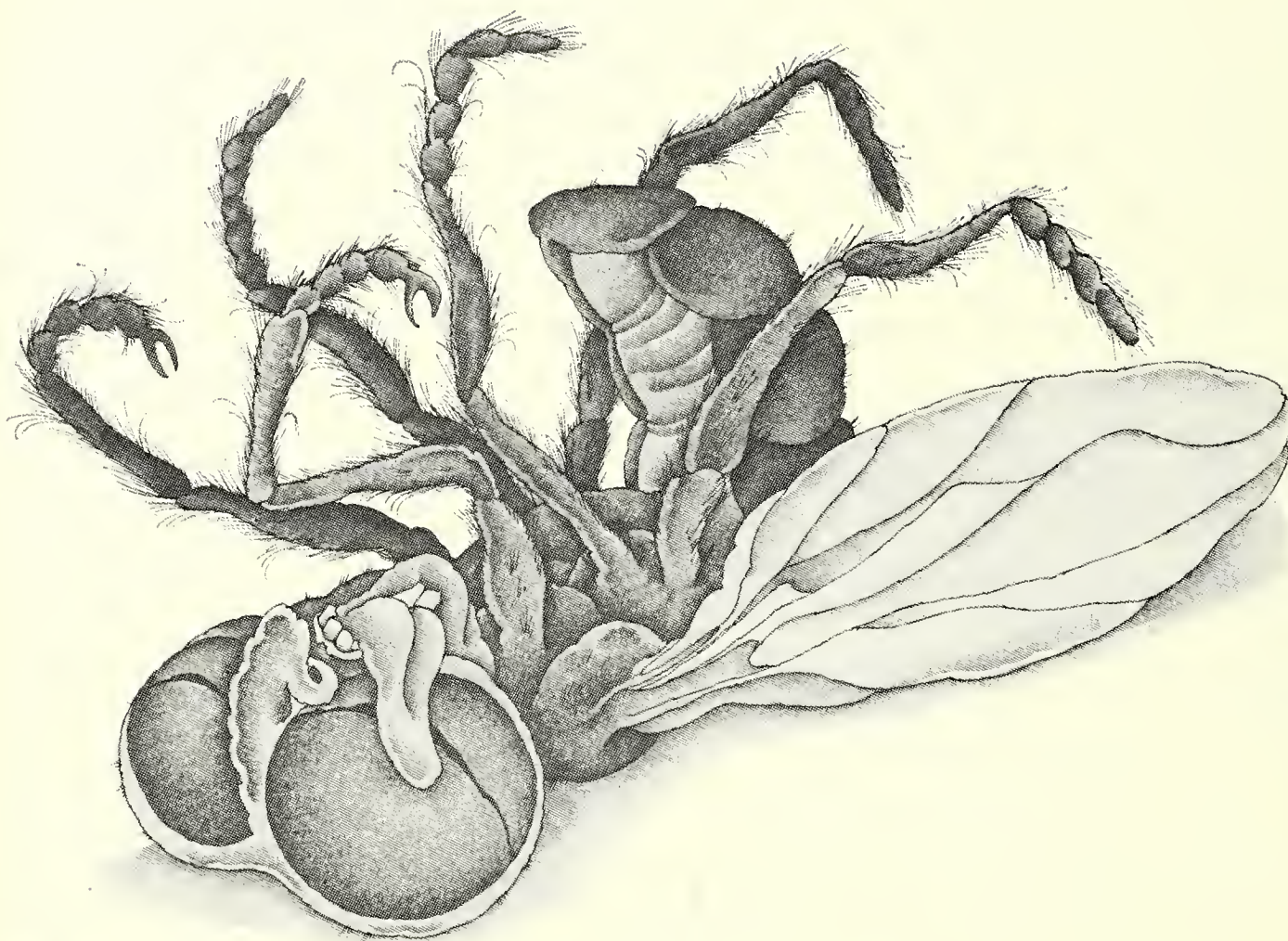
To meet demand—the new Milton Sterilising Unit is bigger and better!

Milton introduce the big, new Milton Sterilising Unit, launched now to meet the growing demand for a unit large enough to take a whole day's supply of baby's feeding utensils. This new-size unit has a capacity of 8 pints, which means there's room enough for a combination of the bottles, cups, plate and jug to be used every day. The new Milton Unit is a valuable addition to your stock of baby products because it's the only large size unit of this kind available through chemist shops.

The new Milton Sterilising Unit will stand out on your shelves as its distinctive packaging links it with the well-trusted Milton Sterilising Fluid and it's going to sell. When new mothers hear about the advantages of the unit from hospitals and clinics and see it advertised in Maternity and Mothercraft, they'll be coming to buy it from you.

Better stock up now, after all more than one new mother is born every day.

Order from your chemist wholesaler now.



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It will cover the complete Vapona range from the traditional Strip to the Cassette.

So Vapona will be the brand your customers will be asking for.

And that's going to mean high

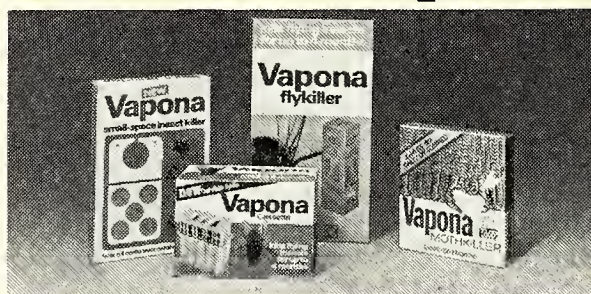
sales figures and really good profits.

There's big bonuses and stocking-in offers, too.

It all adds up to a big killing this year, make sure you're in on it.

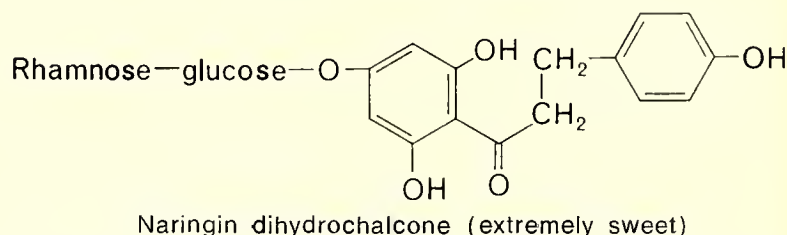
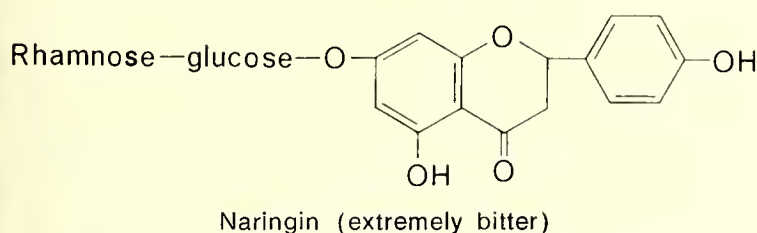
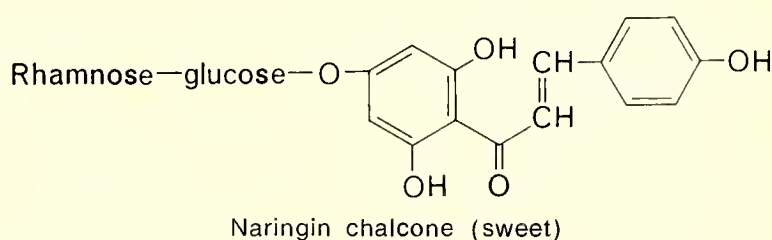
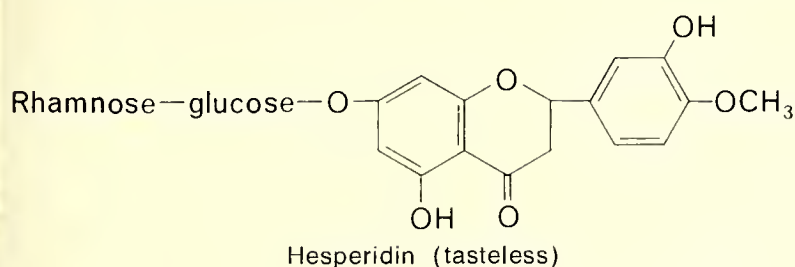
Stock the brand leader, it's the only ammunition you'll need.

Vapona.



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A sweeter life for the diabetic



Continued from p 354

a sweet taste. The three, miraculin (molecular weight 44,000), monellin (10,000) and thaumatin (20,000), do not penetrate the tongue surface and must therefore work on the surface of the taste bud cells. These three compounds, which are all more than 1000 times sweeter than sugar, lose their sweetness on being heated. The amino-acid sequences in them remain unknown but they help to open the door to advances in the production of new sweet-tasting compounds.

Attempts to relate the taste of substances to their chemical constitution are probably as old as chemistry itself, especially as the palate is extraordinarily sensitive to what seem to the chemist to be only minor variations in structure. For example, citrus fruits contain a host of flavonoid glycosides and simpler phenols and yet the relationship of structure to bitter taste is bewildering. Two key compounds in this group illustrate the point well.

Taste changes

First there is hesperidin, a compound occurring abundantly in sweet oranges, Seville oranges, lemons and citrons. Acid hydrolysis of hesperidin yields one molecule each of L-rhamnose, D-glucose, and an aglycone named hesperetin. The two monosaccharides occur as a disaccharide linked to the aglycone through the 7-hydroxyl group. Both hesperidin and hesperetin are essentially tasteless and yet the compound without the rhamnose (namely hesperetin glucoside) is quite bitter.

Second, there is naringin, the chief flavonoid constituent of the grapefruit. Hydrolysis of naringin produces one molecule each of L-rhamnose, D-glucose, and the aglycone named naringenin. Whereas naringin possesses an excruciating bitter taste in solution (threshold concentration about $5 \times 10^{-5}M$), naringenin is tasteless. The addition of the disaccharide to naringenin does not therefore result in a sweet-tasting compound but the opposite. Naringin is in fact one of the bitterest-tasting flavanone glycosides so far discovered, being on a molar basis about one fifth as bitter as quinine.

Flavanones isomerise readily in alkali to give chalcones which can be converted into dihydrochalcones by catalytic hydrogenation. For example, naringin gives two chalcones, both of which are extremely sweet (threshold concentration about $2 \times 10^{-5}M$, on a molar basis about equal to that of saccharin).

The chalcones can be reconverted to the flavanones (by using sodium acetate in warm water) and this cycle of chemical changes can be followed by means of the taste (from bitter to sweet, then back to bitter). The sweetness of the dihydrochalcone is roughly of the same order of molarity as the bitterness of naringin, suggesting a parallel in the

mode of action and strength of adsorption of the two, even though each presumably affects a different set of taste receptors. None of the chalcone or dihydrochalcone glycosides have so far been isolated from citrus fruits or shown by chromatographic methods to occur in these plants. Certain citrus fruits are known to be bitter when green and as the fruit ripens bitterness declines or even disappears. But chemical changes other than those stated may occur (eg dehydration) and be responsible for the loss of bitterness and clearly these should also be studied. Man prefers sweet-tasting compounds to the bitter ones and hence he rarely eats unripe citrus fruits.

Coming events

Sunday, March 16

Sherwood Region, Pharmaceutical Society, Eastgate Hotel, Lincoln, at 9.45 am. One-day refresher course on "Cardiac disorders and their treatment".

Monday, March 17

Aberdare, Merthyr and Rhondda Valleys Branch, Pharmaceutical Society, Criterion Hotel, Pontypridd, at 8 pm. Mr I. Harrison on "Changes in the laws affecting pharmacy".
Burnley Branch, Pharmaceutical Society, Ram Inn, Cliviger, at 8 pm. Talk by Mr D. S. Cayley (police photographer).
Finchley Branch, Pharmaceutical Society, Barnet postgraduate medical centre. Film and demonstration by Abbott Laboratories Ltd.
Harrow Branch, Pharmaceutical Society, Visit to 17 Bloomsbury Square.
Plymouth Branch, Pharmaceutical Society, Board room, Greenbank Hospital, at 8 pm. Open meeting.
Romford Branch, Pharmaceutical Society, Macarthy's Ltd, Chesham House, Chesham Close, Romford, at 7.45 pm. Discussion and films.
South-east England Region, Pharmaceutical Society, Postgraduate medical centre, Kent and Canterbury Hospital, Canterbury, at 8 pm. Postgraduate lecture on "Drug presentation—the aerosol" by Mr P. J. Davies.

Tuesday, March 18

Bristol Branch, Pharmaceutical Society, Visit to the radiotherapy unit, Bristol Royal Infirmary and talk by Dr Hale.
Lanarkshire Branch, Pharmaceutical Society, Nurse's recreation hall, Strathclyde Hospital, Motherwell, at 7.30 pm. Mrs J. M'Cabe on "A man's judgment is only as good as his information".
Leicester and Leicestershire Branch, Pharmaceutical Society, Postgraduate centre, Royal

Infirmary, Leicester, at 8 pm. Dr A. R. Buchan on "Health centres—fantasies and facts".

Wednesday, March 19

Brighton, Hove and Branch, Pharmaceutical Society, Postgraduate medical centre, Brighton General Hospital, Brighton, at 7 pm. Dr M. H. Lader on "Drug treatment of anxiety and depression".
Pharmaceutical Society, 17 Bloomsbury Square, London WC1, at 7 pm. Mr J. Taylor on "The role of the forensic laboratory in cases of poisoning".
Slough Branch, Pharmaceutical Society, Chiltern medical centre, High Wycombe, at 8 pm. Meeting on "Ostomies".

Thursday, March 20

Ayrshire Branch, Pharmaceutical Society, Savoy Park Hotel, Ayr at 8 pm. Mr R. G. Todd (head librarian, Bloomsbury Square, London) on "The Society's library and pharmaceutical antiquities".
Bedfordshire Branch, Pharmaceutical Society, Sun Hotel, Hitchin, at 8 pm. Mr J. C. Bloomfield on "Pharmaceutical antiquities".
Dundee Branch, Pharmaceutical Society, Medical School, Ninewells Hospital, Annual meeting and visit to pharmacy department, Ninewells Hospital.
Leicester and Leicestershire Branch, Pharmaceutical Society, Loughborough University. Annual dinner and dance.
West Metropolitan Branch, Pharmaceutical Society, Royal Garden Hotel, Kensington, at 7 pm. Annual dinner and social evening, principal guest, Mr J. P. Bannerman (vice-president of the Society).

Friday, March 21

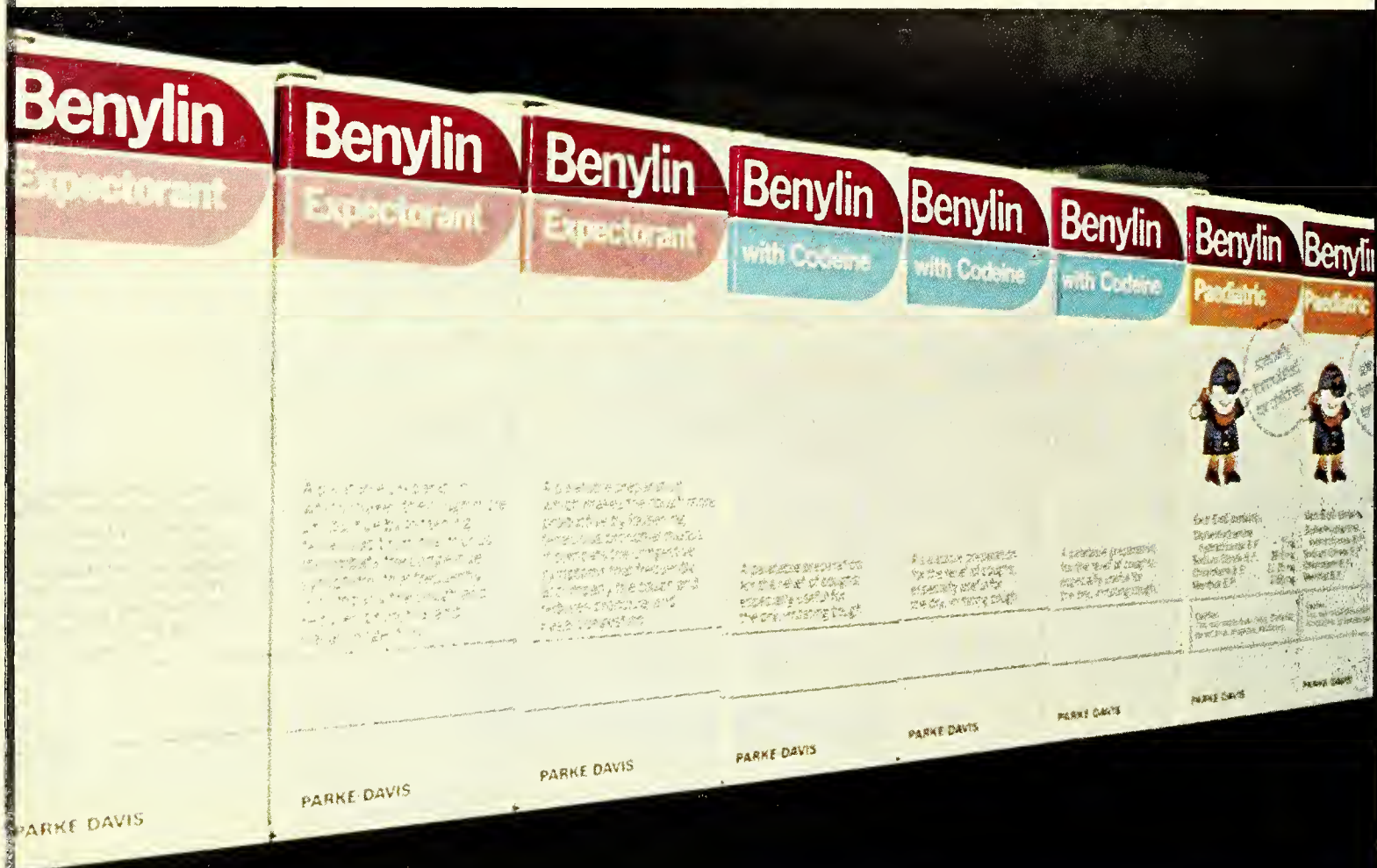
Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Park Lane, Croydon, at 8 pm. Mr D. M. Paul on "The coroner".
Society for the History of Pharmacy, Carlton Hotel, North Bridge, Edinburgh. Conference on "Pharmacy, medicine and science in Edinburgh".

Advance information

Medica 75, Utrecht, The Netherlands, April 14-18. Exhibition of "Products, apparatus and aids relating to health care in the widest sense of the term".

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Pharmaceutical Society of Great Britain

Rural areas moratorium 'unacceptable'

The British Medical Association's proposal of a "moratorium" on rural dispensing was "unacceptable", the Pharmaceutical Society's Practice Committee decided at its meeting last week. The Committee considered that the proposed arrangement would effectively prevent the development of the situation recognised in the NHS Acts as the best in the interests of patients, ie prescribing by doctors followed by dispensing in pharmacies.

The following nominations for the election of auditors have been received and all have accepted nomination: A. H. Briggs, E. A. Brocklehurst, J. Hanbury, H. Jephcott, and L. G. Matthews. As there are only five vacancies, there will be no election.

The registrar, Mr D. Lewis, reported that he had been notified of regulations made in South Australia requiring pharmacists originally qualified in Britain and seeking registration there to complete formalities similar to those applying to South Australians wishing to register in Britain. The new system will not apply to those whose identity papers were dispatched to Australia before December 31, 1974.

A national training council is proposed to be set up to advise the Secretaries of State for Social Services and Wales on NHS staff training. Of the 21 members, seven will be selected from NHS management, seven will be nominated from the staff side, and seven will be selected for their individual knowledge and experience of education and training both within and outside the Health Service. The Society has been asked to nominate individuals for the latter category. Council agreed to nominate Mr Lewis.

Charter medal

Mr A. Aldington, a retiring member of Council, is to receive the Charter Gold medal for 1975 in recognition of outstanding services rendered to the Society and nationally; the Charter Silver medal is to be awarded to Mr W. W. Hudson for outstanding services rendered to pharmacy in the Bradford area.

The degree of bachelor of science in pharmacy of Strathclyde University was approved for the purposes of registration for a further period of five years, subject to any amendments being submitted to the Society during that period.

The report of the subcommittee on the revision of the Society's branch boundaries in relation to the new NHS areas was considered by the Organisation Committee. Changes will be effective from April 1. The rules for the Society's region which will cover the whole of Wales from April 1, Rhanbarth Cymru, were approved.

Professor W. W. Fletcher (Professor of biology, University of Strathclyde) has accepted the Council's invitation to present the Conference lecture at the British Pharmaceutical Conference in St Andrews in 1976.

The Organisation Committee considered a Nottingham Branch request for financial support to cover hire of buses to transport students from the local school of pharmacy to branch meetings. Although there was support for the idea in the Committee and in Council, the proposal was defeated. It was said there were other ways to encourage attendance and the Society already supported students particularly through BPSA.

Expiry dates

A policy on expiry dates on medicinal products has been agreed by the Council following requests at meetings of the EEC Pharmacy Group and EEC Industrial Pharmacists Group that the question should be considered. The policy is:

[.] There should be an expiry date on the packs of all medicinal products;

☐ The expiry date should be given in open type and not in code;

☐ There should be no statutory limit to the time between the date of manufacture and expiry date, providing stability data of the required nature can be produced by the manufacturer concerned;

☐ For expiry dates up to three years from the date of manufacture, monthly dates should be permitted, eg use before March 1977; for products with expiry dates over three years, only two dates a year should be necessary, eg, January 1 and July 1.

It was reported that the panel of judges had decided that the R. P. Scherer award for 1975 should be made to Mr W. J. Parsons for a paper entitled "The investigation and control of particulate contamination in the manufacture of small-volume multi-dose parenteral solutions".

The Department of Health has been asked to confirm that, in future, when an area pharmaceutical officer post falls vacant the policy will be for the advertisement to indicate that applications are invited from all registered pharmacists.

The EEC (Policy) Committee noted that agreement had been reached by the EEC Council of Ministers on draft directive II which deals with the marketing, manufacturing and importing of proprietary medicinal products. The Committee expressed the view that the Society should maintain its policy that the "qualified person" responsible for manufacture and quality control should be a pharmacist and that that should be the position in the UK pharmaceutical industry. It was agreed that the Department of Health should be informed of that view.

The Society has received authority from the Secretary of State for Social Services and the Secretary of State for Wales to enforce in England and Wales the provisions of the Medicines (Interim Prescription Only) (No 2) Order 1974. A similar authority has been received from the Scottish Home and Health Department. The enforcement came into effect on March 3.

The Department of Health has asked

for the Society's comments on its proposal that a committee should be set up under Section 4 of the Medicines Act to advise the licensing authority on dental, surgical and other materials such as contact lenses and associated fluids. The Medicines Act provides that before the licensing authority refuses to grant a product licence it must consult the appropriate committee established under Section 4.

At present there is only one such committee in relation to medicinal products for human use — the Committee on Safety of Medicines — though the Department has recently circulated proposals for a Committee on Review of Medicines. The Department points out that there are, however, certain groups of products, such as dental products, intra-uterine contraceptive devices, surgical sutures and contact lenses and associated fluids, which are at present, or may become, subject to licensing under the Medicines Act, but for which the CSM does not appear to be the appropriate committee. The Department therefore proposes that an additional committee to advise the licensing authority should be established.

The Department envisages that the new committee's terms of reference would extend in general terms to substances and articles controlled by the Act and for which the present committees are not appropriate. These would include instruments, apparatus and appliances and substances or articles used in conjunction with them and would cover veterinary materials. The committee's membership of 14 would include a "pharmacist interested in plastics". The Medicines Commission has agreed to the proposal.

The New Legislation Committee concluded that a committee of the size envisaged should include at least two pharmacists with a wider range of knowledge to cover such matters as surgical sutures and contact lens solutions.



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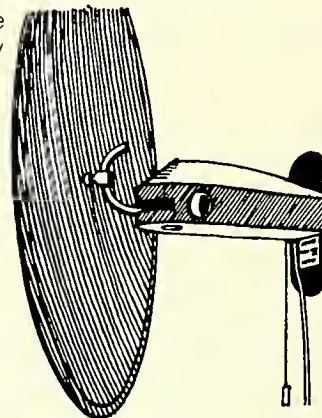
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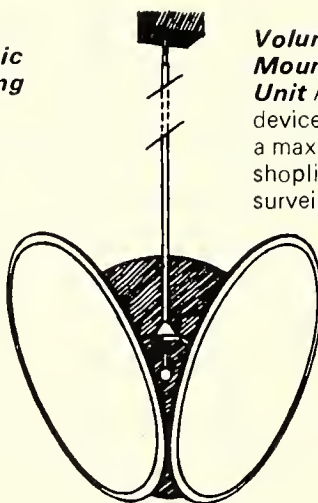
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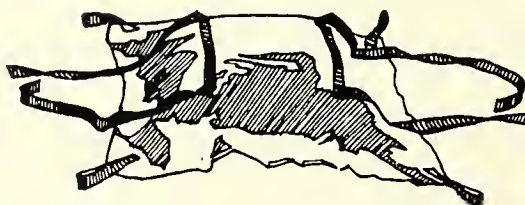
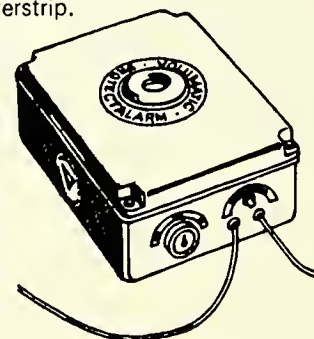
For tight corners, the Volumatic Slimview mirror is the answer. Oblong in shape it measures 24 in. wide by 16 in. deep. Bright Volumatic orange trim for added deterrent effect.

Volumatic Two-Way Observation Mirrors give discreet surveillance of high pilferage risk areas.

Available clear and indistinguishable from ordinary mirrors, or with Venetian silverstrip.



Volumatic Loop Alarm Systems An entirely new range of battery operated loop alarm systems that provide an unbeatable method of preventing the theft of merchandise on open display. Require no maintenance and running costs are virtually nil. Supplied with coaxial cable that cannot be bridged. Three types are available, two with unique and patented automatic re-setting facility. Powerful audible signal. Applications in all types of non-food retailing.



Volumatic Bomb Blanket

Designed to contain the blast from expedient (home made) bombs. Gives 16 sq. ft. coverage. Already in use by department stores and some public utilities. Designed to be placed over the bomb until disposal experts arrive.

Volumatic Protectachain Chrome finished neat, flexible ball-link chain for securing goods on open display. Very low in cost. Case studies show it can totally eliminate pilferage.

made to make you profit

Company News

Hoechst acquire Parfums Rochas

Hoechst AG are to take over the full capital of Parfums Rochas, the French perfume producer.

Hoechst said last week that their subsidiary, Roussel-Uclaf S.A., will take over 51 per cent of Rochas' capital and that the rest will be acquired by Centrale Roussel-Nobel, holding company for Hoechst's French group.

Rochas had sales of about Frs160m in 1974 and employs about 1,100 persons.

Unilever's pre-tax profit falls by 3 per cent

Subject to audit, sales by Unilever Ltd and Unilever NV totalled £5,831m in 1974 against £4,492m in 1973. Unilever Ltd's share of the sales was £2,437m (£1,914m in 1973). Profit, before tax, for the group totalled £331.8m — about £300,000 less than in 1973.

The directors say that in Europe profits from detergents and toilet preparations were maintained.

BBA's new headquarters seen by Royal visitor

During a visit to the Bush Boake Allen's laboratory-office-factory complex at Walthamstow, on March 5, Princess Margaret was presented with a perfume specially created for her in the company's perfumery laboratory.

The Princess was shown over the company's new international headquarters which house 30 fully-equipped laboratories occupying 30,000 sq ft of floor space (see *C&D*, December 7, 1974, p 794).

At the conclusion of the visit Princess Margaret unveiled an historic granite millstone set on a plinth at the main entrance and bearing an inscription in bronze lettering around its circumference. Weighing 2 tons — 4ft 8in in diameter



Princess Margaret in the chemical research laboratories with (from left): Mr J. H. Mayo, Dr D. A. A. Fagandini (managing director) and Mr J. A. Dean (technical director).

and 1ft 4in thick — the stone recalls BBA's long association with the spice trade through one of its earlier constituent companies, Stafford Allen.

Bayer AG profits decline

Sales by Bayer AG, West Germany fell sharply in the second half of the year after booming sales in the first half. The decline came faster than expected.

Total turnover for the year rose by 26.5 per cent to DM9,440m with exports up 32.7 per cent. The sharp rise in export business compared with the home trade increase (17.8 per cent up) means that the concern was even more heavily reliant on the overseas market.

Briefly

Jean Sorelle Ltd were amongst 2,500 exhibitors at the recently held Frankfurt spring fair. Arnold Wheeldon, marketing director and David Littleboy, export manager, did it "the hard way" by driving to Frankfurt complete with showstands and the company's 1975 Christmas range. Business was "beyond our most ambitious forecasts" they report.

D. G. Bennett Chemicals Ltd, York Road, Wimbledon, London SW19, wish to point out that they have no connection with Dent Bennett Chemicals Ltd, 16 Pittsfield Road, Welwyn Garden City.

W. Woodward Ltd, Sanitas House, Stockwell Green, London SW9, point out that they have no connection with G. O. Woodward & Co Ltd, London SW15.

Appointments

NCR Ltd: G. H. Shingleton, chairman of NCR Ltd in the UK, has announced he is retiring on March 31. He will be succeeded by Mr C. E. Reynolds, currently managing director.

Abbott Laboratories Ltd: Mr W. L. Hutton has been appointed regional manager for the Middle-East and Africa for Abbott's diagnostic division. Mr Hutton was formerly managing director of Abbott Laboratories, Queenborough, with responsibility for all UK operations.

Jeyes Ltd: Following the integration of the Jeyes and Brobat distributive sales forces last month, Norman Goff takes over the company's northern division, and Roger Calver the midlands division. The southern division continues to be headed by David Law.

Coty Ltd: Miss M. Purcell has joined the company's marketing department as product manager and Miss E. A. Green has been appointed senior marketing manager. Reporting to Miss Green will be Mr I. Blyth, who assumes the position of the assistant product manager.

Zimmerman Hobbs Ltd have appointed Mr J. M. Bulger to the board. Since joining the company in 1969 he has held the position of chemical sales manager. He now succeeds Dr C. J. Bell and the late Mr E. G. Robinson as director of the pharmaceutical, fine chemicals division.

Sperry Remington have appointed Mr G. Weill their representative for Remington shavers and personal care products in Oxfordshire, Berkshire, Hampshire and part of West London. Mr B. Limb is now responsible for the sales in Leicestershire, Northamptonshire, Nottinghamshire, Lincolnshire and Derbyshire, excluding Glossop, Hayfield, Chapel-en-Frith and Buxton.

Dragoco (Great Britain) Ltd have appointed Tony Esmond senior accounts executive and Robert Carberry a perfumer in the company's fragrance division.

Michael Jarosz, formerly in Dragoco's headquarters at Holzminden, West Germany, and Gerard Anthony of Dragoco France will be the perfumers in Dragoco's newly opened laboratory in Grasse, France.

OINTMENT & TABLET CONTAINERS

WHITE HIGH IMPACT POLYSTYRENE

BRITISH STANDARD SPECIFICATION 1679.

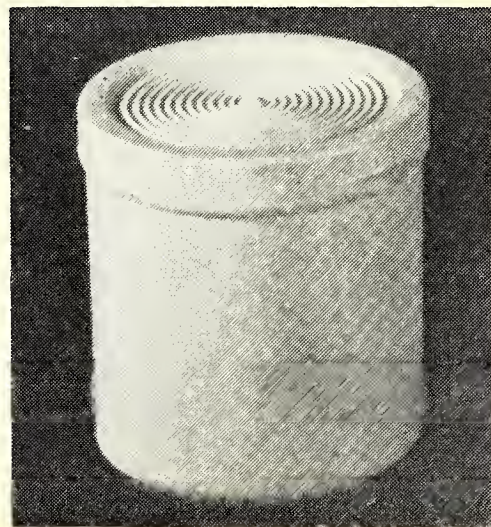
CAPACITY—Millilitres	15	25	50	100	250
DIAMETER—Inches	1	1 $\frac{1}{4}$	1 $\frac{3}{4}$	2	2 $\frac{3}{4}$
DEPTH—Inches	1	1 $\frac{1}{2}$	1 $\frac{1}{2}$	2	2 $\frac{3}{4}$

Details of these and other containers from

A. W. GREGORY & CO. LTD.

Glynde House, Glynde Street, London, SE4 1RY

Telephone: 01-690 3437



NATURA PRODUCTS LTD

are pleased to announce their

1975 Summer Campaign for TIROLER Sun Tan products

Radio and Television spots will tie-in with a free sample of Tiroler Self Tan sachets in 255,000 copies of the June issue of LOOK NOW magazine, on sale May 23rd.

Radio 12 x 30 second spots on all U.K. commercial radio stations, with the exception of LONDON BROADCASTING, during the first week of issue.

Television 12 x 7 second commercials, during peak viewing time, to coincide with the date of issue, on the following channels: HARLECH-WESTWARD-SOUTHERN.

LOOK NOW magazine

will include extensive editorial coverage on TIROLER products within this issue and a picture of the TIROLER offer on the front cover.

IDEAL HOME EXHIBITION

By special arrangement **TIROLER** Suntan products will be featured on the UNIVERSAL BEAUTY CLUB stand No. 622 at the IDEAL HOME EXHIBITION on the following days: SAT. MARCH 15th, TUES. and WED. MARCH 18th and 19th, MON. and TUES. MARCH 24th and 25th, FRIDAY MARCH 28th. Free samples and literature will be distributed. Demonstrations of techniques of application given by our TIROLER consultant.

90 BELSIZE LANE LONDON NW3 5BE Telephone 01-435-1193/4

TO THE CHEMIST SELLING BEAUTY PREPARATIONS:

What is an ideal agency skin care line?

Here are the main points compared with the new Payot.

An ideal agency

1. Low opening order
2. Inviting compact merchandise unit
3. Bright new packaging
4. Attractive window display
5. Well advertised
6. Reliable sales service
7. Steady supply
8. No strings attached
9. Exclusive Franchise
10. Rapidly developing sales
11. Excellent financial terms
12. Personal, experienced service

The Payot agency

Only £67.36 in skin care lines
2 tray counter unit 17" wide x 15" deep and 19" high
New—in English, colour coded and gold blocked
Supplied with dummies, Payot's window display ties in closely with advertising
Daily Mail, Daily Telegraph, Evening Standard, Vogue, Harpers /Queen—March through April
Keen, experienced lady representative to call often (at least every month S.E. England)
Payot's scientific stock control virtually eliminates shortages
Payot has cosmetics, fragrances, bath lines, etc., but we want to talk *skin care* with you
Payot is really an agency line, very selective distribution
Tried and true abroad, Payot quickly develops a loyal clientele as more women hear about and discover Payot quality and results (with a prestige bonus to the Payot agent)
Margin on return: over 37.5%—discount for payment within 30 days: 22½; 7 days: 5%
Payot's U.K. management really cares, really understands chemist trading over years of association



for beautiful skin

For a brief presentation giving full details, telephone or write to A. W. Watson or F. W. Kempton at Payot Ltd, 139a New Bond Street, London W1Y 9FB: 01-493 5516

Market News

EUCALYPTUS LOWER

London, March 11: Eucalyptus oil has fallen sharply to £5.50/kg for the Chinese oil on the spot from £6.25 and the Portuguese/Spanish to £3.00, from £4.25. Citronella was down by £0.25/kg. Chinese *arvensis* peppermint was again quoted on the spot after offers were withdrawn last week; meanwhile the cif value was up £0.30/kg.

In crude drugs Peru balsam, benzoin and Indian lycopodium were lower while cascara, henbane, cochineal and some sources of honey were dearer. Prices of pharmaceutical chemicals were unchanged.

Pharmaceutical chemicals

Alcin: 50-kg lots £12.90 kg.
Ammonium chloride: Pure in 50-kg lots £0.2059 kg for powder.
Amylobarbitone: £5.41 kg; sodium £6.30 in 5-kg packs.
Ascorbic acid: £6.00 kg; 5-kg £5.00 kg; sodium ascorbate, plus 8p; silicone-coated, plus 25p kg.
Atropine: (per kg for 1/2-kg lots) Alkaloid £85.00, methonitrate £95.00; methylbromide £83.50; sulphate £66.50.
Benzocaine: 50-kg lots of BP £3.53 kg.
Benzoic acid: BP in 500-kg lots £0.5352 kg (50 kg kegs).

Bromides Crystals £ per metric ton [amended].

	Under 50-kg	50-kg	1000-kg
Ammonium	930	811	756
Potassium*	840	741	706
Sodium	840	728	693

* Powder plus £36 kg
Butabarbitone: in 5 kg packs £7.15 kg; sodium £7.80.
Calcium carbonate: BP light £70.00 per 1,000 kg.
Calcium sodium lactate: £0.819 kg in 50-kg lots.
Calcic acid: BP granular hygroscopic per metric ton, single deliveries, from £521 to £619 according to maker. Anhydrous from £559 to £665. Five-ton contracts respectively £518-£617 and £556-£663.
Calcium: Sulphate £25.00 kg.
Butobarbitone: £6.15 kg in 5-kg packs.
Caffeine: Anhydrous £3.30 kg in 100-kg lots; citrate £2.40 kg (50-kg lots).
Cantharidin: 10-g lots £0.75 per g.
Carbon tetrachloride: Technical in 4-ton lots £185.00 metric ton.
Chloral hydrate: 50-kg lots £1.00 kg.
Chloramphenicol palmate: £40.00 per kg.
Chloroform: BP from £258 metric ton in 280-kg drums to £310 in 35-kg drums. 2-litre bottles £1.50 1/2 each; anaesthetic £0.50 per 500 ml bottle.
Cocaine: Alkaloid £350 kg; hydrochloride £319. Subject to Misuse of Drugs Regulations.
Dextromethorphan: Hydrobromide £110 kg.
D-glucose: £2.85 per g.
Dimidium bromide: 5-g lots £3.20 g.
Ephedrine: Alkaloid £18.70 kg in 25-kg lots; hydrochloride £15.85; sulphate £17.40.
Glucose: (Per metric ton in 10-ton lots) monohydrate £158; anhydrous £248.50; liquid 43° Baumé £140 in 5-drum lots; naked £114 (tanker 14-tons).
Glycerin: Nominally £453 metric ton, naked delivered.
Hydrogen peroxide: 35 per cent £167 metric ton.
Hypophosphorous acid: (50-kg lots) Pure 50% £2.2694 kg; BPC 1959, 30% £1.6366.
Isoprenaline: 1-kg lots, hydrochloride £36.00; sulphate £30.00.
Iron phosphate: 50-kg lots £553.80 metric ton.
Lobeline: Hydrochloride £1.20 per g.
Magnesium dihydrogen phosphate: £1.0054 kg in 50-kg lots.
Magnesium peroxide: 50-kg lots 23-25 per cent £0.59 kg.
Methadone hydrochloride: Subject to Misuse of Drugs Regulations. £1.33 per 5 g.
Methyl salicylate: Per metric ton in 5-ton lots £610 delivered UK.
Oestradiol benzoate: £600-£750 per kg.
Pentobarbitone: £8.75 for acid; £9.45 sodium.

Pethidine hydrochloride: From £13.30 to £14.90 kg as to the maker and quantity. Subject to Misuse of Drugs Regulations.
Phenobarbitone: 100-kg lots £5.25 per kg; sodium £5.50.
Pholcodine: 1-kg £240.90; 60-kg £218.60 per kg. Subject to Misuse of Drugs Regulations.
Phosphoric acid: BP, sg 1.750, £0.2915 kg in 10-drum lots.
Phthalylsulphathiazole: 50-kg lots £1.60 kg.
Pilocarpine: 1-kg hydrochloride £96; nitrate £88.
Polymyxin B sulphate: £62.50 per 100 mu.
Potassium citrate: Granular from £556 to £804 per metric ton, single delivery. Premium for powder £11.
Potassium hydroxide: Pellets BP 1963 in 50 kg lots, £1.13 kg; sticks £4.10; technical flakes £0.3879.
Potassium phosphate: BPC 1949 in 50 kg lots, granular £1.232 kg; powder £1.0596.
Frogestone: £120-£220 per kg.
Quinalbarbitone: Sodium and acid £8.40 for 5-kg packs.
Terpineol: BPC in 50-kg lots £0.74 kg.
Zinc chloride: Granular 96.98 per cent £350 metric ton.

Crude drugs

Balsams: (kg) Canada: nominal. **Copaiba:** BPC £2.15 spot; £1.95, cif. **Peru:** £7.50 spot; £6.65, cif. **Tolu:** £3.55 spot.
Benzoin: BP £61-£66.00 cwt; £60-£65.00, cif.
Cascara: £1.150 metric ton spot; cif nominal.
Cochineal: Peruvian silver-grey £15.00 kg spot; £14.00, cif. Tenerife black £20.00 cif.
Henbane: Niger £1.25 kg spot; £1.10, cif.
Honey: (per ton in 6-cwt drums ex-warehouse) Australian light amber £460, medium £440, Canadian £590, Mexican £460.
Jalap: Mexican basis 15 per cent £1.65 spot; £1.40, cif; whole tubers £1.70 spot.
Pepper: (ton) Sarawak black £850 spot; £740, cif; white £1,400 duty paid; £875, cif.

Essential oils

Citronella: Ceylon £1.50 kg spot, £1.35, cif.
Eucalyptus: Chinese £5.50 kg spot, £5.75, cif. 80-85 per cent. Spanish/Portuguese £3.00, cif.
Peppermint: (kg) *Arvensis* Brazilian £4.10 spot; £3.60, cif. Chinese £6.25 spot; £6.00, cif. American *piperata* from £18.00.

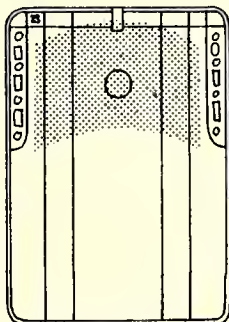
The prices given are those obtained by importers or manufacturers of bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

Simpla's answer to the Ostomists' problem

Experienced Simpla staff, some who are Ostomists, helped to design our system. Ostomists insist that the system they use should have:-

- **No leaks**
Look at our double seams
- **No smells**
Unique filter and deodorant eliminate odour
- **No irritation**
Special, gentle, inert adhesive

In addition our Simpla Sassco System is lightweight and easily applied. It is available on prescription and may be obtained from your local wholesaler or direct from us.



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BYRON

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FOR A SPECIAL MAN

Premiere presentation at the International Hair and Beauty Fair - 1975.

Meet Norman Hughes on stand 4 who will be delighted to introduce you to BYRON

The pleasant tasting and effective laxative

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FRUIT FLAVOURED
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slimmer & baby parcels
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Special relaunch of Lacto Calamine:
4 doz. Lacto Calamine
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Value: £15.76
+ 1 doz. Puritabs free
= £2.40 or 15.2%
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1 doz. 10-Day Slimmer Course
2 doz. Extra Energy Tablets
Value: £7.68
+ 1 pack Teeda
Hair Straightener free
= 82p or 10.7%
additional discount.

Baby
5 doz. 80's Cotton Buds
2 doz. 160's Cotton Buds
Value: £19.92
+ 1 doz. 56's
Babysafe Sterilizing
Tablets free = £3.60
or 18% additional
discount.

All orders should be placed with your Barclay
representative, or direct from Barclay
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For radiant freshness and vigorous health.

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THE ONLY PELLETS WITH COMBINED ANTIBACTERIAL & ANTIFUNGAL ACTION O.T.C. EC.10

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Established in 1850

THE MOST COMPREHENSIVE RANGE OF HERBAL EXTRACTS.
CULINARY HERBS. SPICES. FOOD FLAVOURS AND FOOD COLOURS.

Specially packed with the retail Pharmacy in mind.
Send for detailed price list or telephone SEDGLEY 2537.

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CWE is one of Europe's leading manufacturers of home wine making ingredients. Our knowledge of wine making is as extensive as our product list — which has everything you need for a profitable wine making department. In the booming home wine market it pays to stock CWE — the name your customers know and trust.



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CWE—simply the best in home wine

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Large and Extra Large. White and 3 colours. Attractively packed in threes under Brand Name — also loose. Perfect condition. Very special offer to clear surplus stock. Highly reputable Company. Sample by return. **ROCK BOTTOM PRICES — FAR BELOW NORMAL.** Min. quantity 240 doz. (960 pkts. of 3).

Also excellent bibs and high class face towels at very keen prices. Box No. 2310.

FULLY FASHIONED BABY PANTS Small, medium, large, ex-large White and colours.

NYLON BABY PANTS
Plastic lined. White and colours
TIE PANTS

Also Cot-sheets. Plastic Bibs in plain and nursery print.

Made in England.

A. & H. HEYMAN
Hordale Avenue, Aycliffe
Industrial Estate, Co. Durham
Telephone Aycliffe 3307

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KING GEORGE HOSPITAL,
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BARKING HOSPITAL,
Upney Lane, Barking, Essex.
PHARMACISTS required full or part-time, for duties at either of the above hospitals. Both hospitals are in pleasant outer London Residential Areas and are both adjacent to Underground Stations, with direct access to Central London. Salary scale £2,325-£2,994 p.a. plus £312 p.a. London Weighting and Threshold Agreement payments. Enquiries and applications to the District Pharmaceutical Officer, Barking Hospital, Upney Lane, Barking, Essex. Telephone 01-594 3898.

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PHARMACIST (NOEL HALL GRADE)

Progressive enthusiastic pharmacist required at this busy acute General Hospital to assist in the development of a new Ward Pharmacy and Drug Information System.

Infrequent Saturdays and a Flexible Hours System being implemented.

Friendly atmosphere and an active social club. The hospital is conveniently situated for bus, rail and underground services.

Salary scale £2,325-£2,994 per annum, plus £312 London Weighting + Threshold Allowance.

Further details from Mr J. Lowe, Principal Pharmacist, Telephone: 672-1222 Extension 310. Application forms from Hospital Secretary, Extension 327.

Appointments

TABLET PRODUCTION MANAGER

We are modernising and re-equipping our premises and have recently completed our tablet granulation and compression areas. A new sugar coating department is at the planning stage. We are seeking an experienced and enthusiastic manager to be responsible for the efficient operation of these areas.

He will have a sound knowledge of the modern methods and equipment used in tablet manufacture and coating, and be able to organise and motivate the staff under his control.

Experience in tablet formulation and development would be an added advantage.

We are part of a large international pharmaceutical company and our factory is situated in outer London within easy reach of the pleasant countryside of Epping Forest and good residential areas.

We operate an excellent non-contributory pension scheme and have good canteen facilities.

If you believe that you are the man we need please send details of your career to date to:



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HARKER STAGG LIMITED,
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Leyton,
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H. BRONNLEY & CO LTD, OF LONDON

have a vacancy for an experienced Soap and Toiletries Sales Representative in the Midlands — age 25 to 40. Only gentlemen with knowledge of the trade should apply in writing, stating experience, to Miss Ann Rossiter, 10 Conduit Street, London, W.1.

LONDON WEST END. Great opportunity for commercially orientated pharmacist. Excellent pay and conditions. Phone Mr. Billiter 01-636 7094.

**Please mention C & D when
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with established Retail Outlets

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Apply Box 2311

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USA Black Cats (per gross)	5-25	Dutch "Fun" (per 120)	8-50
USA Tahiti Colours (per gross)	5-50	Swedish Stork (per box)	6-40
USA Stimula Ribbed (per gross)	10-00	Swiss Green Band (per gross)	10-50
Japanese Seanes (per gross)	4-25	Extension Sheath (each)	60
German High (per 50 pkts)	5-70	Love-Variations Kassette	1-80
French Ticklers (per 50 pkts)	7-45	Plus many more items including	
German Long Love (per 50 pkts)	5-40	Lingerie, Marital Aids, etc., etc.	
Danish Pussycats (per gross)	6-80	For our comprehensive brochure send	
Italian Hatu (per gross)	7-75	10p to cover p. and p.	
		FREE promotional literature	
		available with all orders.	

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Add 8% V.A.T. to all orders. Goods sent *by return*
Special rates for large orders



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A magnificent range of fast selling fashion jewellery all beautifully presented on elegant displays complete with back up packs. Every line clearly marked with suggested retail price. For details of these fabulous money spinners phone (0533) 26403 or write to STARGEMS, 52 MOUNT RD., LEICESTER. STARGEMS SELL NATIONWIDE.

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Largest and most exclusive range of direct and imported Continental Jewellery. Necklets, Pendants, Dress Rings, Earrings, Brooches, Bracelets, Hair Ornaments.

Suppliers to Chemists over 20 years.
Sample parcels available.

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PHARMACEUTICALS**
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For **PRICE TICKET SYSTEMS AND SIGNS** consult Falconcraft Limited, Hainault Road, Romford, Essex. Telephone: ROMFORD 24621.

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for interiors, shopfronts or whole shops and fascia signs.

Average price for completely installed shopfront 16ft. wide x 9ft high, £760.00 including existing shops.

Easy terms.

Write:
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Or Tel. Cheriton Fitzpaine 317.

ENTIRE FITTINGS of modernised chemist shop for sale including shelving, dispensary screen, security cabinet, illuminated sign, balancers etc. R. J. N. Dakin, 20 East Barnet Road, New Barnet, Herts. 449 7587.

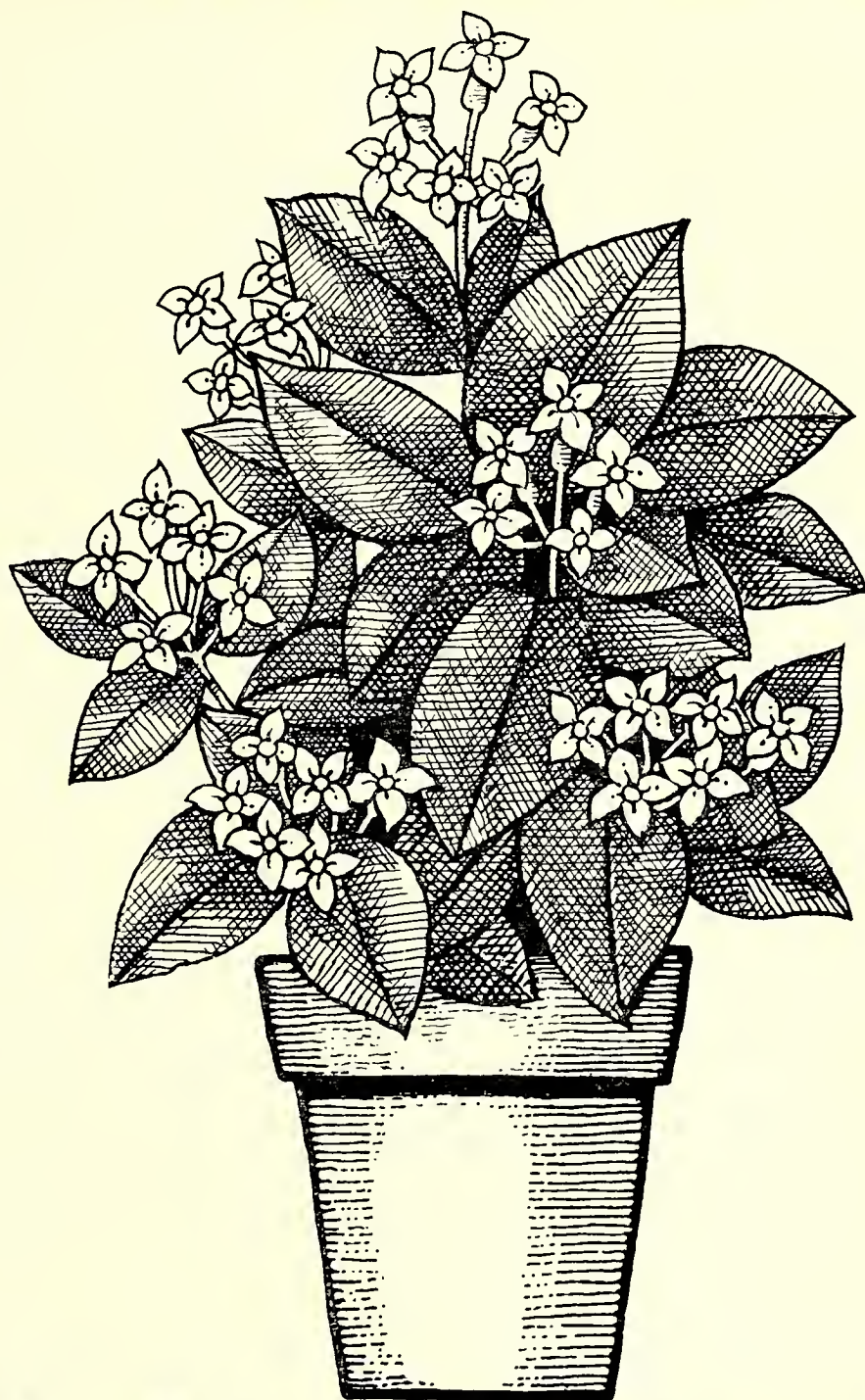
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by Chemist Specialists. **WARWICK
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Wanted

WE WILL PURCHASE for cash a complete stock of a redundant line, including finished or partly finished goods packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co. Ltd., 6/7 Wellington Close, Ledbury Road, London, W.11 Tel: Park 3137-8

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References: 1. Weg., MH (1965)
Journal New Jersey Dental Society 37, 169.

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Babycare

How babyfoods come up to standard

How do baby foods measure up to the Government working party's recommendations on child nutrition, as published in "Present day practice in infant feeding?" (C&D, October 19, p 547). In the following articles, nutritionists highlight the roles played by Government bodies and manufacturers in maintaining standards.

1. Non-milk foods

by Dr A. R. N. Gorrod, nutritional adviser, Robinson's baby foods

Infant feeding has become a matter of much interest. Internationally, both world-wide and in the context of the EEC, discussions are taking place to remove trade

barriers and this involves agreement on the nature of various baby foods available.

In addition to the Department of Health's report on infant feeding prac-

tices, the Food Standards Committee is currently reviewing legislation on and composition of baby foods. Many research publications have appeared, especially during the past 5 years and professional interest generally has been awakened. The joint Agricultural and Medical Research Council's report on Food and Nutrition Research (C&D, December 14, p 818) has raised many topics concerned with infant feeding.

As a result of all this activity, several official suggestions have been made and other aspects are being examined with the aim of improving our methods of feeding babies and ensuring that the necessarily high standards are maintained. Changes are or will be made, not in a spirit of criticism of what has happened, but rather in the light of new knowledge. Food manufacturers welcome such guidance when it is seen to be wisely based and a significant part of new knowledge in this field comes from work sponsored by industry.

The recommended food intakes or requirements of babies represent, surprisingly, one of the aspects for which hard facts are scarce. Over the years a pattern has emerged as to the level of nutrients which a baby needs at different ages but this has largely come about through recording amounts actually consumed by babies who are growing "satisfactorily." But it is not clear just what satisfactory growth is. Do we mean gain in length, gain in weight, gain in strength, develop-

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Courtesy of Robinson's baby foods

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BABYFOOD STANDARDS

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ment of mental function or a long term function which might influence adult life?

Undue emphasis has been put on protein in the recent past. Protein is necessary for healthy tissue growth; babies are achieving growth primarily through making new tissue, therefore (it had tended to be assumed) more protein must be good for them. It is realised now that as with most nutrients (and drugs), although some is good it does not follow that more is better. In fact excess intake of protein may be wrong because not all of it can be used for tissue formation and products from the unused part have to be excreted by the immature kidneys, which should not be put to this unnecessary work.

Related to this topic is the question of sodium intake, largely in the form of common salt. Once again the kidneys are required to excrete the excess. The amount of salt in baby foods has been drastically reduced by voluntary action of the manufacturers since the risk was realised. Broadly speaking, no salt is added to those foods intended to be the first a baby receives in addition to milk, but some will always be present from other ingredients.

At what rate taste and flavour recognition develops in a baby is not certain, but it is often said that a young baby does not need to have other than very mildly flavoured food. However, if the manufacturer markets such a food there is a strong risk that mothers will flavour it to their tastes—often with salt and in amounts grossly exceeding what a manufacturer might wish to use. The same problem exists with sweetness. Unnecessary sugar can lead to the development of a sweet tooth, as well as yielding calories with no other justification. At present the manufacturer has to balance the low need of the baby against the risk of a mother adding more sugar.

Exposure to gluten

A more recently suggested problem concerns the exposure of babies to gluten, typically from wheat or rye. The observation has been made that as the age of introduction of wheat into the diet has been reduced so the age at which the coeliac syndrome appeared was reduced. While it has not been considered reasonable to suggest that a greater incidence of this disease has occurred, it is considered undesirable that manifestations of the disease should appear at an unnecessarily young age. Thus advice is being mooted that wheat should not be fed before 4-6 months.

Linking all the preceding items is the question of when solid feeding should start. If it could be clearly established when the nutrients supplied by milk or infant formulas become insufficient for the needs of a baby, the problem would be much nearer to a solution. As it is, the judgment has to be made on less certain grounds.

Ignoring the social aspects whereby it

is obviously convenient for a baby to share in adult meals as soon as possible, it has been stated that a baby has much less difficulty in learning to chew if it is made aware of this need by about 6-7 months. Presumably it is reasonable to suggest that solids which do not require chewing should be started at least 2-3 months before, to introduce a range of flavours. The risk is that, once solids are started, the self-limiting intake of milk (due to its sheer volume) is to some extent by-passed. Excess food intake can then easily occur and may lead to obesity.

Further, the fluid intake may be reduced while the mineral intake is increased, leading to the renal load problems already mentioned. Obesity in babies is certainly undesirable at such an early age as it has been found to be associated with increased respiratory disorders. The suggestion has been made that infant obesity predisposes to childhood and adult obesity, but this is not yet fully accepted. The latest expert recommendation is that a baby should be 4-6 months' old before receiving solids, although the needs of any individual will vary and must be considered.

Two subjects more frequently linked with adult nutrition, but which must also be of concern to infants, are plasma cholesterol levels and fibre content of the diet. Some work has already been done regarding cholesterol, particularly during the pre-weaning period. As there

may well be some genetic element in the incidence of hyperlipidaemia and as raised plasma cholesterol levels are frequently associated with vascular disease in adults, it seems reasonable that efforts should be made to prevent an unnecessary increase in these levels. At present there seems little reason for anything other than a varied but balanced diet.

Concerning fibre, the established approach for many years has been to keep the amount low in baby foods, with the aim of increasing digestibility of the food and preventing intestinal irritation. With the modern reappraisal of fibre in the adult diet, both as regards its nature and function, it may be necessary to reconsider this view in the case of infants.

Food additives

Finally there are the food additives. Without long consideration no manufacturer adds any material to baby foods simply to aid in the production or stability. At present only antioxidants are prohibited in the UK but the whole field is currently being examined. Following the lead set by the Food and Agricultural Organisation and the World Health Organisation, the possibility is that all technological additives will be banned from foods intended for use before 3 months, with exceptions only where there is an overwhelming justification. Those permitted in foods for older babies are likely to be much restricted but the industry has already applied a critical self limitation in this respect.

2. Milk foods

by Anne Dew, BSc, nutrition and research department,
Cow & Gate baby foods

With the declining incidence of breast feeding, paediatricians have advocated more and more that artificial milk foods should closely resemble breast milk. This opinion is closely expressed in the Department of Health's report.

Meanwhile, infant food manufacturers have developed a range of low solute "modified" milks. In producing a modified formula two main techniques are employed:—

1. Addition of lactose to cows' milk, giving a reduced protein and mineral level while raising lactose values to those of human milk.
2. Blending of milk and whey, suitably modified by a process such as electrodialysis. In this instance the above result is achieved, at the same time producing a more favourable casein: soluble protein ratio.

In either case the fat component can be natural butterfat or a "filled" milk with an alternative fat blend.

In understanding the rationale for these milks, the nutritional composition of breast and unmodified cows' milk must be studied, as must the problems associated with feeding these nutrients to infants in the proportions in cows' milk.

In discussing the problems associated with bottle feeding, the Department of

Health's report raises the dangers associated with the overfeeding of an unmodified formula. That such overfeeding does occur, either by the "one for the pot syndrome" and/or overfilling the scoop, is well documented,^{2,3} and evidence suggests that even positively educating mothers of the dangers of this malpractice does little to reduce its incidence⁴.

Comparisons of the protein and mineral levels in the table show the much higher levels of these nutrients in an unmodified baby milk compared with human breast milk and modified milks. The higher protein level increases the solute load on the kidney and may raise the blood urea value as the relatively immature kidney is unable to stand the stress of increased urea loading⁵. Coupled with the high sodium and potassium levels in unmodified cows' milk, and usually no increase in water intake, a state of hyperosmolality can arise⁶. If this is linked with an increase in water loss due to infection or diarrhoea, or a reduced water intake due to an overconcentrated feed, hypertonic dehydration and resulting brain damage or death can occur⁷. Recent investigations of cot death implicate hypernatraemia and uraemia in some cases⁸.

Even if overfeeding cannot be abolished

Continued on p 7

You can taste the extra fruit in Gerber's new Special Desserts.



Five new ideas from Gerber. (Dribble, dribble.)

With double the fruit you'd find in most baby desserts.

(Yum, yum.)

There's Apricot and Banana. And three with cream added:
Apple, Pineapple and Mixed Fruit. (Gurgle, gurgle.)

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Then Cow & Gate babymeals. The only babymeal range that promises more meat and more fruit than all the other ingredients put together.

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Stock up with Cow & Gate and you'll soon find yourself with lots more little customers. Customers you'll keep longer.

For three years, in fact. Time enough for you both to do plenty of growing.



No small advantage in a growing business

BABYFOOD STANDARDS

Continued from p 4

he above risks are greatly reduced if a modified babymilk is used⁹. Protein and mineral levels of these formulas are approximately 50 per cent of those of unmodified babymilks, thus protecting the infant from the over zealous mother.

Concern is also expressed by the Government working party over the dangers of hypocalcaemia (neonatal tetany), especially in the vulnerable first week of life. Cows' milk shows a much greater level of calcium and phosphorus than human milk. At these high levels there is competition between the calcium and phosphorus for absorption, possibly leading to increased phosphorus and reduced calcium absorption and the development of hypocalcaemia¹⁰. With a modified infant formula the levels of calcium and phosphorus are reduced towards those found in human milk, and possibly the ratio of these two elements to one another is adjusted to favour calcium absorption, thereby reducing the likelihood of hypocalcaemia^{11 12}.

Current work on obesity, one of the commonest malnutrition problems of the Western world, seems to indicate that the roots of the problem may lie in infancy¹², both by overfeeding¹³ and the development of a sweet tooth. Most modified formulas, and all the Cow & Gate range of modified milks, use lactose to raise the level of carbohydrate to that found in breast milk, but with no additional sweetness.

Protein intake

A protein intake in excess of growth requirements will also have an adverse effect in contributing to the overweight problem. The report recommends that the protein level in an infant formula should be reduced from the high levels in cows' milk, as it is in modified babymilks. However, in reducing the protein caution must be observed in still maintaining a level sufficient to meet growth requirements, especially during the first few weeks of life when growth rates are high. Work by Fomon^{14 15} on an adequate protein intake for infants fed cows' milk formulas shows that there is overlap

between protein levels producing satisfactory growth in some babies and unsatisfactory growth in others. That cows' milk protein has a lower biological value than human milk protein can be explained by the differences in casein: soluble protein ratios of the two milks. (4.5:1 in cows' milk and 1:2 in human milk).

The biological value of the protein in infant formulas can be moved towards that of human milk by adjusting the casein: whey ratio as in Cow & Gate Premium and SMA products, but such adjustments do not guarantee an amino-acid composition analogous to human milk protein, nor do they preclude changes in protein availability which may result from processing the formula. Hence the working party recommends that protein levels of modified infant formulas be higher than those of breast milk and in the region of 2g/100ml of milk feed (compare Cow & Gate Premium, Babymilk Plus and V Formula 1.8/100ml, Wyeth SMA and Gold Cap SMA S-26 1.5g/100ml, and Ostermilk complete formula 1.8g/100ml).

Controversy on iron

Fortification of infant milk foods with essential vitamins and trace minerals has safeguarded against recognisable deficiencies occurring. There is currently some controversy over whether fortification of milk formulas with additional iron is beneficial to the infant. Most babies will be born with suitable iron stores to tide them over the first few months of life. To safeguard the infant who may be at risk, such as the premature or low birth-weight baby, from developing an iron deficiency anaemia later (when red blood cell synthesis begins) infant milk formulas are fortified with a non-toxic iron salt. Recent work¹⁷ has implicated that high iron levels may be partially responsible for the increased incidence of gastroenteritis found in bottle fed infants when compared with breast fed infants, but with the present state of knowledge these additions of iron are supported by the working party.

Although the fat levels of breast milk and cows' milk are similar, there are



Display material from Wellcome Consumer Division (see p 11)

differences in the component triglycerides of these fats. Not only is the ratio of unsaturated to saturated fatty acids greater in human milk but also differences in positional distributions of individual fatty acids in the triglyceride molecule may occur. Such differences can be related to the greater degree of absorption of human milk fat compared with butterfat. Because a butterfat only formula, such as Cow & Gate Babymilk Plus and Ostermilk complete formula, may give a reduced calorie intake and also decreased calcium absorption¹⁸, some paediatricians advocate a milk formula with a fatty acid pattern adjusted towards that of breast milk. Cow & Gate V Formula and Wyeth's SMA and Gold Cap SMA S-26 have adjusted fatty acid patterns by using skimmed milk with added non-milk fats and oils blended in proportions which achieve the desired ratio.

Paediatric opinion remains divided on the question of whether natural milk fat has any, as yet not fully understood, trace lipid nutrients which are not present in non-milk fat, and the report advocates no specific advantage of either butterfat or non-milk fat formulas. Cow & Gate Premium does, perhaps, go some way towards satisfying both schools of thought in that some butterfat is retained, but there are added oils to give a fatty acid pattern close to that of breast milk.

From the above discussion it is evident that many of the problems associated with infant feeding are at their most critical phase in the first few weeks of life. In spite of this the working party recommend that where an infant is bottle fed, then only one type of babymilk formula be used from birth up to weaning at the age of 4-6 months, with no additional supplements being necessary. In attempting to meet the criteria of an "ideal infant food", as described in 1972 by Professor T. E. Oppé (chairman of the working party)¹⁹, the babymilk needs to meet the nutritional requirements of all babies while not being deleterious to the

Selected nutrient content per 100ml of various milks

	Mature breast milk ¹	Cows' milk ¹ and unmodified milk formulas	Examples of modified formulas	
		(eg Cow & Gate) Babymilk 2)	Cow & Gate Babymilk Plus (produced by method 1)	Cow & Gate Premium (Produced by method 2)
Fat	3.3g	3.5g	3.3g	3.3g
Unsaturated: saturated fatty acid ratio	51.5:48.5	42:58	42:58	52.5:47.5
Protein	1.5g	3.3g	1.8g	1.8g
Casein	0.4g	2.7g	1.5g	0.6g
Soluble proteins	1.1g	0.6g	0.3g	1.2g
Carbohydrate (lactose)	7.0g	4.7g	6.8g	6.9g
Sodium	18mg	55mg	26mg	23mg
Potassium	55mg	140mg	61mg	60mg
Calcium	34mg	130mg	62mg	55mg
Phosphorus	15mg	105mg	50mg	40mg
Iron	0.03mg	0.04mg	0.6mg	0.65mg
Calories	62	62	62	63

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Large size Milton sterilising unit (£3.24) introduced recently by Richardson Merrell Ltd, 20 Queensmere, Slough, Bucks.

BABYFOOD STANDARDS

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vulnerable infant in either the short or long term. While approximate in composition to that of human breast milk, as present understood, the formula must also be technologically feasible and acceptable to both babies and mothers, and must safeguard against the possible harmful consequences of the mother who over-feeds her child. Modified infant milks are the most suitable formulas in meeting these criteria, but will never match up to a mother's own milk.

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A baby milk problem which has still to be solved

Why are bottle-fed babies more susceptible to gastro-intestinal infection than breast-fed babies?

This is one problem still to be solved in the search for the ideal breast-milk substitute. Earlier problems associated with bottle-feeding, such as neonatal tetany, hypernatraemia, obesity, and nappy rash, have been much reduced with the low solute baby-milks. But in hospital epidemics of neonatal enteritis, caused by pathogenic strains of *Escherichia coli*, it is the bottle-fed babies who succumb while breast-fed babies are more resistant.

This resistance may be conferred in various ways. Breast-milk may contain antibodies or other substances which inhibit the growth of *E. coli*. Alternatively, its biochemical composition may influence the balance of various kinds of organisms in the gut, possibly restricting the growth of *E. coli*.

At Luton and Dunstable Hospital, Beds, an artificial feed has been developed which closely mimics human breast-milk in its effect on the bacterial content and other properties of the babies' stools. Normally stools of breast-fed babies are different from those of babies on the bottle. In the former are large numbers of branched, anaerobic bacteria called bifidobacteria, which were once thought to grow well only where *E. coli* was inhibited. Further comparisons have shown that the numbers of *E. coli* are not necessarily lower in conditions in which bifidobacteria survive.

Protective substances

So, what of the immunological effect of milk on *E. coli*? C&D spoke to Dr Jean Dolby, Clinical Research Centre, Northwick Park Hospital, Harrow, Middlesex, who is trying to identify what protects breast-fed babies from infection and the subsequent intestinal damage which may be so severe that, even after the elimination of the pathogenic *coli*, babies may take two months or more to recover.

"All babies, breast-fed or not, start off with their mother's serum antibodies" she said, "so it seems logical to look for protective substances in the mother's own milk, not present in artificial feeds. The antibacterial effect of breast-milk in the small intestine, which is where pathogenic *E. coli* does its damage, might also be more important in enteritis than the influence of feeds on the happenings in the large intestine."

Human breast-milk inhibits the growth of *E. coli* in a test-tube. Dr Dolby explained that substances responsible for protection, all previously suggested by other workers, could be antibody (in milk, this is a secretory immunoglobulin known

as IgA); an iron-binding substance called lactoferrin, which deprives *E. coli* of their essential iron supply; and lysozyme, the enzyme of egg white, also present in tears and other body secretions, which breaks down the walls of some bacterial cells and of *E. coli* when these have been "conditioned".

"The synergism of at least two of these milk components has already been demonstrated by others, but it is possible that all three are interrelated", said Dr Dolby. "We have found that there are variations in individual human milks influenced by the levels of the active components and by the strain of *E. coli* used as an indicator. Pasteurised cows' milk may be just as active as human milk, but artificial feeds based on cow's milk are not, because during preparation the activity is lost".

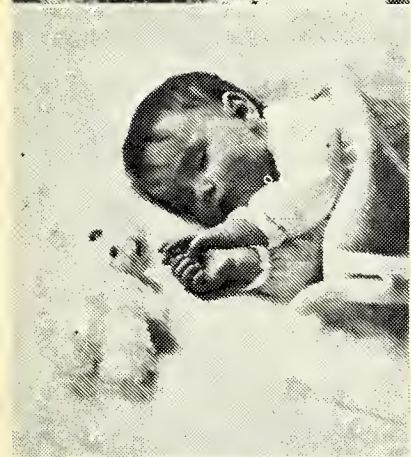
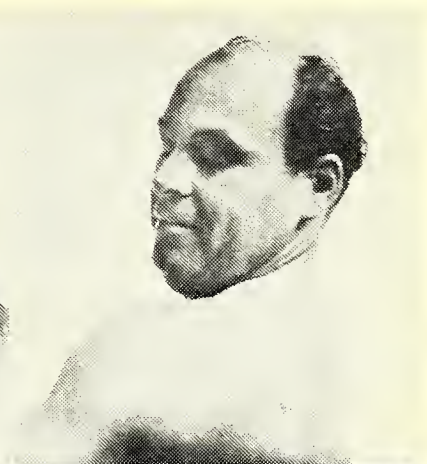
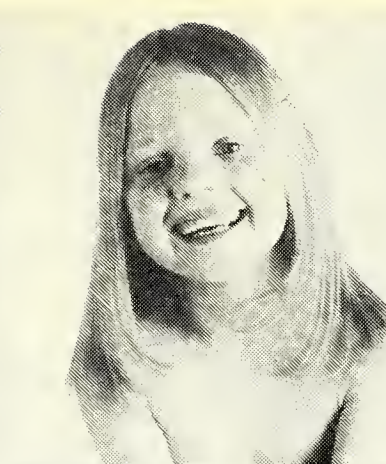
Milking guinea-pigs

The roles of antibody, lactoferrin and lysozyme in bacteriostasis will have to be determined in animal models; guinea-pig families may prove suitable, but milking a guinea-pig, to check the effect of its milk on the infecting strain is not as easy as milking a cow. "If we are to feed a baby guinea-pig with its treated mother's milk, we shall need to collect more than we are doing now," said Dr Dolby. "So far we get only enough for one rather mean meal".

The animal model should provide proof that the systems being investigated at Northwick Park are important in protection. Only presumptive evidence can be collected from babies and their mothers. One such piece of evidence is that nursing mothers in the hospital maternity unit who volunteered specimens often had milk which was antibacterial for their own intestinal commensal *E. coli* but not for that of their baby's. That is, the breast-fed baby tends to be colonised by organisms for which its mother does not have an antibacterial system. All the human milks tested were inhibitory for at least one strain of pathogenic *E. coli*.

"Because the nursing mother and baby are in the same environment, the chances are quite high that the mother will have the specific defence system against any dangerous strain around, which may infect her baby," said Dr Dolby.

Analysis of the components of the antibacterial system and the demonstration of their effectiveness in animals could be a major step towards the development of a commercial milk that provides an in-built resistance to *E. coli* enteritis. And if it can be done for one intestinal infection, it may be possible for others.



Johnson's babies come in all sizes

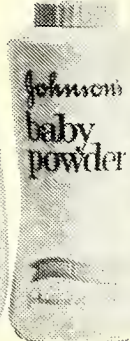
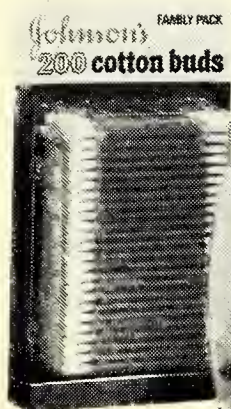
JOHNSON'S have a way with babies. It's because JOHNSON'S Baby Products are so gentle and pure.

It means little JOHNSON'S babies grow into big ones. Then they have JOHNSON'S babies of their own. And so it goes on.

That's why it's a good idea to keep plenty of JOHNSON'S Baby Powder, Oil, Lotion, Shampoo, Soap and Cream in your shop.

You'll find your profits will grow as fast as the babies.

JOHNSON'S is one thing you're never too big for. © Johnson & Johnson LTD



Product and promotion review

Gerber introduce 'special' desserts

Gerber are launching a new range of desserts.

Gerber special desserts have five varieties: apples and cream, pineapple and cream, fruit and cream, apricot dessert and banana dessert. Main features of the new products are their high fruit content and they are cooked in only two minutes by "a new and exclusive 'flash line' process" which is said to give a smoother texture to the products.

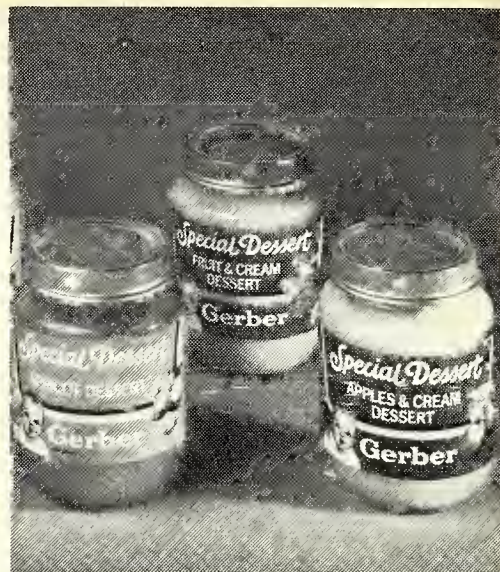
Gerber believe that the new products, three of which contain real cream, will have a much broader age appeal than existing babyfood desserts. In the USA, where similar products are already on sale, Gerber provides alternative labels which mothers can use to stick on the jars when giving the desserts to older children for the mid-morning break.

The special desserts have a twist cap which is said to be much more robust than the existing pri-off cap. Although

"unique" on the British babyfoods market, this cap is widely used in western Europe and the USA, and the company says consumer research has shown that 80 per cent of mothers prefer it to existing closures for convenience of opening.

To promote the new range, CPC (UK) Ltd, Claygate House, Esher, Surrey, are running a launch promotion on special desserts only, in which consumers are asked to guess the country of origin of the fruits which go into the product. Five Kodak Instamatic movie cameras, worth about £20 each, and 100 prizes of Kodak pocket Instamatic cameras worth about £12 each are offered.

Gerber are offering a further promotion in the form of continuous multi-purchase consumer incentives. Shoppers who buy any six Gerber products can choose a small gift of either a sponge duck or a tote bag from a free-standing dispenser unit in the store.



Two-handed feeding cup added to Suba Seal range

A two-handed baby feeding cup is to be added to the Suba Seal range of feeding cups and dishes. It will be available with non-spill feeding and drinking lids and can be sterilised in boiling water or by cold sterilisation.

To simplify presentation of the product range, an up-dated set of leaflets is being prepared which will group products for easy reference under their appropriate sections — insulated container packs, feeding cups and dishes, feeding bottles and teats — to help pharmacists maintain a balanced stock of baby feeding and baby care items.

William Freeman and Co Ltd, Suba-Seal Works, Staincross, Barnsley, Yorks, report increased activity in export markets and exhibited at the Physicians Days exhibition in Helsinki in January which was attended by leading doctors, paediatricians, and nursing and hospital personnel from Scandinavian countries.

The company says there is a noticeable trend towards improved standards of safety and hygiene in the baby care market. They regularly review safety standards of items such as soother rings and connectors, teething trainers, and other products which might carry even a remote risk in normal usage. The company believes that their accident-free record in the past thirty years or so in the baby care field is largely due to the scrupulous maintenance of a safety programme.

Delrosa sampling

Over 550,000 new mothers will each receive a 1oz sample bottle of Delrosa rosehip syrup during 1975, according to Sterling Health Products, Millbank House, Surbiton, Surrey.

Delrosa will continue to be advertised in the specialised baby Press, emphasis being placed on the importance of regular doses of vitamin C for healthy development of young babies.

A national consumer promotion began in January, with the opportunity to buy a "baby buggy" pushchair for £7.88 (instead of the manufacturer's recommended price of £10.95) plus three bottle tops off any size or flavour of Delrosa syrup. Display material consists of dumpbins, counter display units and point of sale literature.

Further increases in low solute milk sales

Sales of low solute milk foods are expected to take an even greater share of the babyfoods market following the recent recommendations in the Department of Health's report (see p 3) that solids should not be introduced before the age of four to six months, instead of the previously accepted six to eight weeks.

Glaxo-Farley Foods, Torr Lane, Plymouth PL3 5UA, say that during the first few weeks of 1975 the low solute share of the total babymilk market increased to about 32 per cent (from about 20 per cent last autumn). They say that Ostermilk complete formula has increased its share of the low-solute market to 31 per cent, as brand leader.

John Wyeth & Brother Ltd, Huntercombe Lane South, Taplow, Maidenhead, Berks, say that sales of Gold Cap SMA have reached 168 per cent of the sales forecast for July to December 1974.

Cow & Gate Ltd, Guildford, Surrey, also report rising sales of Babymilk Plus, V formula and Premium, which are now said to account for a third of the low solute market.

Heinz add more varieties

H. J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex, are introducing a new variety — junior macaroni cheese supper (white label, £0.07½) — on March 24.

A further two varieties are being "nutritionally upgraded" with increased

protein to provide one-fifth of the daily recommended intake of protein for babies up to one year — junior cheese, ham and egg supper, junior egg and bacon breakfast (yellow label £0.08½). Three other varieties were upgraded on February 24 (C&D, March 1, p 285).

An "improved version" of junior cheese savoury supper (£0.07½) containing more cheese, will be launched on April 24.

All products will be supported by magazine advertising, point-of-sale material, and the team of service advisers who contact doctors, paediatricians and health visitors.

Heinz say retail sales of all baby food products are worth £55 million at rsp (pharmacies having a 40 per cent share), with the ready-to-serve section accounting for £23 million. The company claims a 70 per cent share of this market and say sales through pharmacies have increased by nearly 12 per cent in 12 months.

Teething cards from Bonjela

Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 7DS, say Bonjela sales in 1974 showed a 20 per cent growth over the previous year, with the product outselling all other analgesic gels by about 4:1.

It is being advertised to professional groups in the nursing, health visitor, medical and dental Press. In the baby care field, information cards on teething are to be distributed this year to ¼m new mothers in hospitals.

Standards for soothers expected

The British Standards Institute is due to publish a British standard for babies' soothers in the near future, according to Lewis Woolf Griptight Ltd, 144 Oakfield Road, Selly Oak, Birmingham 29.

A number of other countries are in the process of instituting regulations of their own. The company says that the soothers with polystyrene plastic parts and latex rubber teats have enjoyed a long and successful record of safety throughout the world. Isolated complaints have almost invariably been traced to imported articles of poor quality mouldings in cheap grades of polystyrene and unsuitable materials.

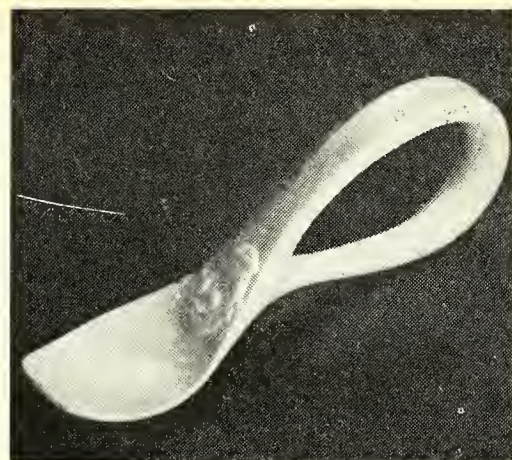
For their Flexi-ring and rattle soothers, Lewis Woolf Griptight Ltd use a polypropylene hinged ring moulded in one piece to the shield of the soother. The top of the teat is totally enclosed by the close fitting shield and mount so that there is now said to be no way of removing the teat except by destroying the whole soother in such a way as to make it clearly unusable. The old ring and mount design meant that the ring could

be twisted off by an adult (although a child would not possess the necessary manipulative skills) and some mothers might remove the ring, making the article less safe. An advantage of using polypropylene is that it can be sterilised by boiling.

Most of the present international standards require soothers to withstand a tensile force of 4.5kg (10 lb) after 10 boilings. The BSI standards demand 6.12kg (13½ lb). The new Griptight Flexi-ring soother is claimed to withstand at least 22 lb and a minimum 50,000 flexings of the ring.

The standards will also require the flange to have a diameter of 38mm for inflexible materials and 42mm for flexible. The Lewis Woolf Griptight shields have diameters 40mm, 44mm respectively.

The company believes that demand for the new safety soothers will greatly increase, given the BSI lead, and government action may be expected to ensure that infants can be protected against inferior goods. Further new product introductions are planned for late spring.



A selection of new Tommee Tippee lines

A "family image" for Tommee Tippee has been introduced — with "Mummy bear, daddy bear and baby" being featured on future packaging and some individual product ranges. A new catalogue will be available for the trade at the end of March from Jacqueline Sales, division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.

The following new products will be introduced at the same time. A new Tommee Tippee pottie (£0.75) has been designed to replace the existing junior saddle pottie. The splash guard has been contoured to give a more streamlined look and the hand holes placed at the back for easier emptying. Colours available will be blue, orange, yellow and white.

An Easy-grip spoon (£0.15) joins the range. Contained in a blister pack featuring the new design and colours, the spoon has a shovel-shaped bowl and loop handle, designed for small hands to grasp easily. It will be available in white only. During April and May there will be a promotion offering the spoon free with every purchase of mug and dish set (code no WP114) and single hot plate (code No WP56). (See picture above.)

Tommee Tippee is also launching a new-style baby safety pin (£0.18) for nappies, with heads designed to prevent accidental opening. Packs of six have plain heads in pink, blue, yellow and white; packs of four have animal heads.

There will be more shapes and sizes in rattles (£0.29) joining the Playsafe range and rubber "teething nibblers" (£0.25) will join the range of teethers.

Sampling schemes for toiletries range

Strong television and Press campaigns are to back the range of baby toiletries from Johnson & Johnson Ltd, Slough, Bucks, this year, supporting both the ever increasing adult market and baby usage. Johnson's claim about 70 per cent of the total baby toiletries business.

New mothers will receive a selection of products through sampling operations and a baby range campaign will appear in specialist baby Press and professional publications.

The company says that their television campaign for cotton buds last year substantially expanded the buds market in both unit and cash terms. In 1973 pharmacists had 59 per cent of the market increasing to 64 per cent in 1974, with Johnson's own share growing from 68 per cent to 75 per cent. The brand is getting more support during 1975 with a new 30 second commercial which will be nationally networked.

Johnson's claim 70 per cent of the baby powder market and for most of the year (Christmas being the exception, when "gift" talcs take over) is brand leader in the total retail talc market. Advertising expenditure for powder will be in the region of £200,000 this year, with last year's theme of "people powder" being used together with a baby usage commercial about "little people powder".

Johnson's baby lotion, said to account for 75 per cent of all baby lotion sales, will be supported in the national Press with a series of three advertisements beginning in May. The campaign will run in magazines including *Honey*, *19*, *Cosmopolitan*, *OK*, *Family Circle*, *True Story*, *True Romances*, *Woman's Story*, *My Weekly*, *Woman's Own*, *Jackie* and *Romance*. The campaign is aimed primarily towards consolidating the pro-

duct's position as leader in the cleansing products market for women aged 16-34.

Sales of Johnson's baby shampoo are said to have more than doubled in 1974 over the previous year, giving a 5 per cent market share and confirming on a national basis the success already achieved during test market of the adult usage advertising and the introduction of the new larger family sized bottle. Advertising will reach £250,000 during the year.

The baby cream claims 15 per cent of the market. A special counter display unit illustrating both mother and baby benefits will be available shortly.

Johnson's baby soap is to be presented to new mothers through the Bounty gift bag this year. Baby-dry one-way liners will be promoted through sampling services, pre and post-natal publications, professional publications and baby Press.

Cotton buds repackaged

Kirby Pharmaceuticals, H. & T. Kirby & Co Ltd, Mildenhall, Bury St Edmunds, Suffolk, have redesigned Babysafe cotton buds containers, which may be stacked in-store and re-used for storing dry food, pins, nails etc, or as building toys for babies.

Advertising of cotton buds continues in specialist baby media and *Living* and *Family Circle* magazines. Advertising of Babysafe sterilising tablets aims to encourage purchase of the economy pack.

Handi-bibs leaflets

A series of leaflet inserts for Handi-bibs from Bettapak Ltd, Rotherwas, Hereford, will appear in women's and mother and baby magazines between April 1-August 1.

Three-in-one display with redesigned packs

Wellcome Consumer Division, Crewe Hall, Crewe, Ches, have redesigned packs for Calpol suspension, Drapolene cream and gripe mixture, formerly known as Calmic products (see p 7).

The separate identities of the products are retained with a range identity incorporating the Wellcome unicorn logo and a uniform type face. They are presented in a three-in-one pharmacy display: the colouring of the Calpol suspension box is mauve, the Drapolene cream is pink and the gripe mixture pale blue. Customers are invited to take a leaflet explaining about the products, from the top of the display stand.

Taking care of tender skins

by I. Sloan, laboratory manager, personal care division,
Johnson & Johnson Ltd

If a baby develops a redness or soreness in the nappy area, a body heat rash or facial dry skin patches, the anxious mother will naturally turn to the pharmacist for advice. She will want to know what has caused the condition, how it can be treated and what she can do to help prevent a recurrence. There are many other forms of skin infection—often generally referred to as infantile eczemas—whose aetiology may involve allergic responses to foods and chemicals or infection by bacteria and fungi. The pharmacist will need to differentiate these latter complications from lesser skin irritations and advise a visit to the general practitioner for treatment. But most minor skin irritations will respond to the specialist baby skin care products available over the counter.

Different skins

The skin of infants and newborn differs from that of the adult in many fundamental respects. It is thinner, less cornified, less hairy, and more permeable than adult skin, hence penetration and absorption rates of chemical ingredients show considerable differences. It is not until a child reaches 3 to 4 years that the skin begins to resemble more closely that of the adult.

In addition to these differences in epidermal physiology, the increasing civilisation of society has brought its own problems. The use of napkins under plastic pants tends to produce the warm, moist conditions ideal for the growth of certain types of bacteria as well as maintaining the napkin area in a state of hydration. The napkin area is frequently subjected to urine and faecal matter and it is important for the mother to adhere to a regular hygienic cleansing routine. Dermatitis from ammonia produced by bacterial action on the urine is commonly called nappy rash which may well become secondarily infected.

How can the mother treat the condition? She must gently cleanse the nappy area at every nappy change and change nappies more frequently. A gentle baby lotion or baby oil is required.

Baby lotions are oil in water emulsions which leave a light emollient protective oil film on the skin surface. The film aids in reducing friction and protects the skin folds from maceration, which is caused by excessive hydration and shows up as a redness and tenderness. The oil used is light liquid paraffin, carefully selected to comply with BP and BPC regulations. Technical white oils do not generally pass the ultra violet absorbance

test and should not be used in baby skin care products.

An emollient such as cetyl alcohol or a lanolin derivative may be included at low levels to help reduce skin friction. Some of the lanolin derivatives are particularly valuable in increasing skin elasticity thereby helping to guard against dry and rough skin conditions. The formulator must ensure that the material chosen is free from skin irritation both as a raw material and in combination with other ingredients.

Reputable suppliers will provide data on skin and eye irritation as well as acute oral toxicity, but the formulator cannot take the data for granted. Apparently innocuous raw materials can, when blended together, result in primary irritation reactions. Even a mild reaction under an occlusive patch may not be acceptable in a baby formulation whereas the same combination may well be accepted for adult sale. There can be no substitute for full scale product safety testing on the final formulation which has been properly aged in the pack.

Most oil in water lotions also contain a humectant, ie a "water-binding" material such as glycerol, sorbitol, propylene glycol, polyethylene glycols etc.

Record of mildness

Modern creams and lotions rely on non-ionic emulsifying agents such as the Tweens and Spans, ie polyoxyethylene sorbitan mono fatty acid esters and sorbitan mono fatty acid esters. These materials are selected in preference to the alkali soap emulsifiers (sodium or triethanolamine salts of fatty acids) because of their proven record of mildness.

Having cleaned up the sore area, the mother should apply a baby cream or oil. Traditional products were heavy, water in oil based creams, white petroleum jelly or a zinc and castor oil ointment. While these products still have their uses in the baby skin care area, general purpose but equally effective oil in water emulsion creams are becoming more acceptable to mothers.

These creams again utilise non ionic emulsifiers but include such ingredients as polymethyl siloxanes (silicones) which will provide a moisture resistant screen to the skin and allow the skin to "breathe." It is recommended that they do not contain antiseptics as the action on natural skin bacterial flora and systemic effect through abraded skin have come under strong criticism.

As a soothing cleanser the mother may prefer to use a baby oil, when a light liquid paraffin based oil is preferable to a

vegetable oil based product. Vegetable oils such as olive oil and castor oil contain significant amounts of unsaturates which can turn rancid on oxidation. Often the chemicals produced by the rancidity cause primary skin irritations which further exacerbate the already sore skin. Significant levels of antioxidants such as butylated hydroxytoluene or tocopherol may help to control the rancidity. Another problem with vegetable oils is that they may provide a medium for microbial growth. The highly refined light liquid paraffin BP can be filtered through a sub-micron filter to ensure freedom from bacteria. Care must be taken to protect the oil from the action of sunlight in the bottle, as ultra violet light can produce slight "off" odours. The oil must be packed in either an opaque bottle—such as high density polyethylene—or be protected by a UV absorber incorporated into a clear PVC bottle.

Talc is carefully selected for a baby powder to provide maximum smoothness. Particle shape and size are important in ensuring that the product prevents chafing, absorbs perspiration and moisture and helps to relieve heat rashes.

Eye sting tests on shampoos

With baby shampoos, it should be remembered that the shampoo may enter the eye in any dilution from 15 per cent (approximately the concentration of a shampoo in its foam) to the 100 per cent undiluted formulation. Each ingredient, as well as the final shampoo, should be fully screened for eye irritation, eye sting and skin irritation at the 50 per cent and 100 per cent concentration levels. Few detergents pass these rigorous studies, but it is in this area that gentleness to skin and minimal eye irritation is of paramount importance. In general terms, only the medium foaming, amphoteric type detergents provide a satisfactory answer and can be carefully blended with anionic and non-ionic detergents.

The most widely used baby shampoos contain amphoteric detergents of the imidazoline type, although betaine type materials have been widely evaluated. The harsher detergents such as sodium lauryl ether sulphate, which may incorporate between 2 and 5 moles of ethylene oxide, are not suitable for baby shampoos. This type of detergent, widely used in this country, consistently gives unacceptable levels of eye and skin irritation. Unfortunately ether sulphates are high foamers and the amount of foam produced is often, erroneously, used as a subjective measure of cleaning power. Foam boosters such as lauric diethanolamides tend to produce severe eye irritations. Sulphosuccinate detergents have been offered as mild to skin and eyes in the past but in my experience have failed to approach the low levels attained by the consistent imidazoline compounds. For hair care, then, the pharmacist will play an important part in advising the mother against use of the general purpose adult type shampoos.

Finally, the mild, hard milled "neutral" type of toilet soap will always find a place in the management of babies skins.

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Disposables: what prospects for the coming year?

Latest market research figures are said to show a slight fall in the unit volume of disposable nappy sales in 1974 compared with the previous year.

In sterling terms, however, the position is still considered to be "healthy" at around £7 million rsp, with pharmacies having about a 62 per cent share and grocers gaining slightly with 38 per cent. So why the apparent decline in a market which has been showing such rapid growth in the past five years?

Mr Peter Rutter, newly appointed marketing manager for the Paddi range made by Robinson's of Chesterfield, told *C&D* he thought the market was dependent on advertising. Many manufacturers cut back on advertising early in 1974 because they were worried about shortages caused by the three day week and a potential lack of wood pulp.

Mr Eric Thurston, Lilia-White's product group manager with responsibility for Golden Babe Bambi, believes the baby disposables market is a price sensitive one, highly dependent on the country's economy and how much money housewives are able to spend on such

products. If the economy does not improve, the effect will be seen on the market. Lilia-White are concentrating their promotion expenditure on trade bonuses with emphasis on offers through major chemist wholesalers and special terms to encourage new stockists. The product is now said to have gained about a 12 per cent share of the market through pharmacies in just over one year since its launch.

Paddi Pads claims brand leadership with a 47-47.5 per cent share in all outlets. Mr Rutter says half these sales go through pharmacies but three years ago this figure was 60 per cent. "Reluctance of pharmacists to aggressively promote disposable nappies was partly responsible for this drop," he believes. Cut pricing by grocers was not responsible for loss of sales, but rather the absence of a positive policy towards promotion by pharmacists who "after all, by their professional image are half way to persuading a mother as she walks through the door, to accept their advice on products."

Robinson's of Chesterfield are planning

new "aggressive" marketing campaigns under new managers. They are continuing with a television campaign started last autumn in test areas London, Midlands, Yorkshire and Tyne Tees, and are increasing the appropriation by 30 per cent to a national equivalent of £170,000. Press advertising includes the specialist baby books given to all new mothers. A further £130,000 is to be spent on other promotions.

The company are negotiating discounts to chemist wholesalers, with special on-pack offers. Such offers — 5p off next purchase coupons — are already available through Boots and "manager incentives" are being arranged through Westons.

Three on-pack offers are planned for 1975, the first — nursery "mobiles" inside each pack — is available now. About mid-year, it is hoped that an advisory bureau will be established with a free information leaflet service on baby care. Coupons on the packs will recommend the leaflets which will be written by a health visitor. The company is working towards the introduction of new products this year.

Bowater Scott Corporation Ltd say sales of Babettes grew by 20 per cent in 1974 with much of the increased turnover attributed to greater activity within the pharmacy sector. They claim that in the twelve months up to October 1974, the number of all pharmacies handling Babettes went up from 28 per cent to 42 per cent and they estimate Babettes' volume share through all pharmacies as 13 per cent. The brand was recently supported with a £45,000 advertising campaign in eight national women's magazines.

MoDo Consumer Products Ltd, who recently took over the pharmacy-only Tufty Tails, say they have no plans yet to extend sales to grocers. "We are still happy with the business through chemists," says the marketing manager Mr A. Newton. The brand is said to have a 32 per cent share of the market. No promotions are planned, as the company is still building up supplies since the takeover. As the company is "new to the market", research is being carried out as to what the consumer needs, with a view possibly to changing the packaging or even the product.

Taking care of tender skins (Continued from p 12)

Cradlecap

by R. A. Rutter, BSc, MPS, director, J. Pickles & Sons

Cradlecap is one condition which the general practice pharmacist meets perhaps more often than the clinics and the general medical practitioner.

A baby is never born with cradlecap. The condition is characterised by scurf, usually on the front of a child's head and lying on the scalp at the base of the hair. It is related to dandruff (pityriasis capitis) but must not be confused with this or seborrhoea capitis, a disease of puberty and adulthood associated with malfunctioning of the sebaceous glands of the scalp. Care must also be taken in the diagnosis to exclude the more serious scalp diseases of seborrhoeic dermatitis and infantile eczema which may require a completely different approach.

In practice cradlecap can be recognised by "dandruff". The scurf takes three main forms. The fine silvery white flakes which can be rubbed out of the hair, or the larger, darker, branny flakes which are more difficult to remove, and finally the thick, greasy-looking plaques of skin which resemble yellowish brown fish scales and prove most difficult to remove.

One possible cause of fine scurf may be the mother rubbing the scalp too gently after washing because of fear of damaging the delicate fontanelle.

The following treatment can be recommended:

1. Soaking in a warm dilute solution of borax.
2. Using vegetable oils (arachis, olive) to soften the scales. This is thought in some quarters to carry some risk of infection.
3. Using a mineral oil (liquid paraffin, light liquid paraffin) again to soften the scales.
4. Cetrimide shampoo or an aqueous lotion of 1 per cent cetrimide. As there is no infection present one can only assume that the benefit of this treatment is through the soap-like action of the cetrimide.
5. Preparations containing the keratolytic salicylic acid in low concentrations. These can take the form of shampoos often containing other ingredients and perhaps more useful in seborrhoea capitis. Ointments containing sulphur 2-3 per cent and salicylic acid 1.5-3 per cent, usually incorporated in an emulsifying base, may be useful. The keratolytic action of the salicylic acid is then linked to the softening and soothing action of the base and the scales more easily removed. The ointment is applied thinly to the scalp, left in contact for some one or two hours and then washed off well. This treatment may be repeated if necessary.

Dependent on live births

What future has the baby disposables market? Mr Thurston believes there will be little change in the total sales this year. Future markets are dependent on the number of live births, which has declined in recent years, but he envisages at some stage an increase in the number of disposable nappies used per baby. Whereas other European countries have a much greater use of these products — in Sweden, for example 95 per cent of all nappy changes are said to use disposables compared with 12 per cent in the UK — the state of the British economy is perhaps not ready for such growth. And although Lilia-White are giving specific attention to the pharmacy sector in the near future as holding great potential in the market, he feels that the long term will see grocers taking a much larger share.

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